

# Cooperative Marketing

Program Summary for the Fiscal  
Year Ending June 30, 2010

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Division of Tourism

*Working together* to lead Missouri in becoming one of America's most memorable tourist destinations.

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## SECTION I. PROGRAM OVERVIEW AND ANALYSIS FY1995 THROUGH FY2010

The Division of Tourism Cooperative Marketing Program has awarded more than \$41 million toward the support of local performance-based tourism marketing projects since its inception in fiscal year 1995. The program funds qualified projects that align with the division's strategies and markets to achieve the program goals on a dollar for dollar matching funds basis. Year after year, the program sets superior industry standards that have been widely emulated.

### *Program Goals:*

- Extend the Division of Tourism marketing resources through participation in countywide strategic leisure travel marketing partnerships
- Support qualified performance-driven projects designed to increase tourism expenditures in Missouri
- Provide incentive and opportunity for growth and improvement in county and regional marketing efforts with an emphasis on incremental over-night stays.

### *Administration:*

The Division of Tourism administers the Cooperative Marketing Program under the direction of the Missouri Tourism Commission and with recommendations from an active industry advisory committee.

### *Division of Tourism Tourism Regions:*

Figure 1 illustrates the Missouri Division of Tourism vacation regions. Cooperative Marketing funding is tracked by these regions as well as by county.

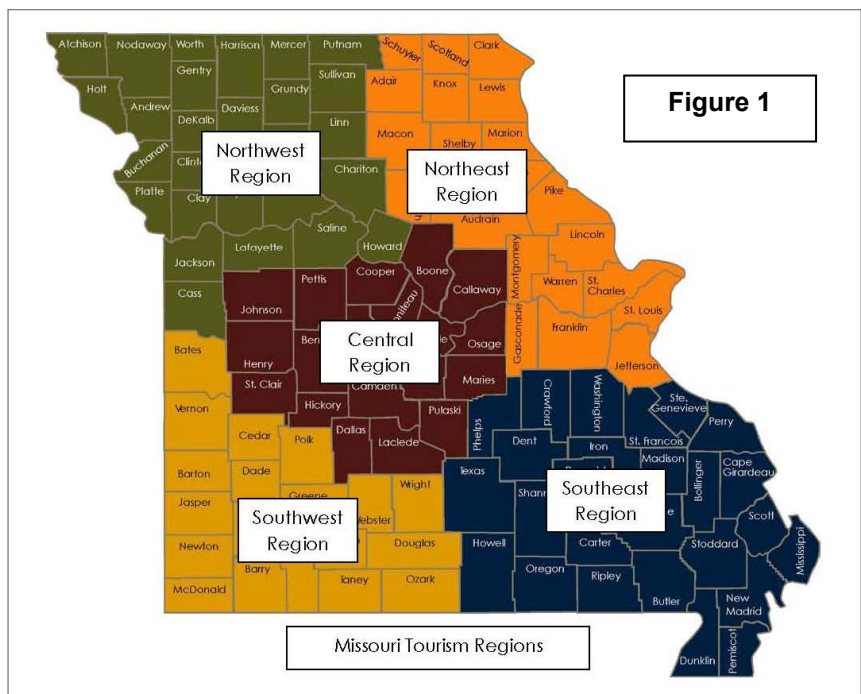
### *Cooperative Marketing Advisory Committee:*

The Cooperative Marketing Advisory Committee, comprised of industry professionals, provides ongoing insight into the tourism marketing needs of the industry. Regional representation is one of the criteria for the committee member selection.

### *Strategic Planning:*

The division continually reviews and assesses eligible marketing activities, program requirements and reporting systems. The analysis of past performance provides valuable information for the planning and design of future programs. In this spirit, strategic planning meetings are held

each year with the advisory committee to identify improvements for future years. The division strives to ensure that the Cooperative Marketing Program both meets the needs of the tourism industry as well as Missouri



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taxpayers. The program must be a constant work-in-progress so that it can continue to meet new objectives in an ever-changing marketplace.

### History:

Through the end of the 2010 fiscal year, the Cooperative Marketing Program supported approved destination marketing organizations (DMOs) with state funding awards of just under \$41.3 million for advertising and marketing projects totaling more than \$82.6 million.

**Figure 2**

FY95-10 Awards/Reimbursements by Tourism Region			
Tourism Region	# of Projects	Awards (Millions)	Reimbursements (Millions)
Central	263	\$7.4	\$6.7
Northeast	315	\$16.2	\$14.8
Northwest	161	\$2.5	\$2.1
Southeast	152	\$1.4	\$1.2
Southwest	210	\$13.8	\$13.0
<b>Total FY95-09</b>	<b>1101</b>	<b>\$41.3</b>	<b>\$37.8</b>

**Figure 2** illustrates the totals of FY1995 through FY2010 program awards and reimbursements by each of our five tourism regions.

**Figure 3** reflects the total budgets of approved projects by marketing activity type for the period FY1995 through FY2010. Media advertising, which includes the placement of destination advertising in print, broadcast and internet outlets.

### Areas of Focus:

The Missouri Cooperative Marketing Program provides reimbursement of up to 50% of eligible expenses incurred by certified DMOs for the fulfillment of approved tourism marketing projects designed to increase the

economic impact of tourism throughout Missouri. To be considered tourism marketing, a project must specifically target the potential visitor who must travel a minimum of fifty miles to reach the destination. The four general areas of focus for funding available through the co-op program are 1) marketing to the leisure traveler, 2) marketing to the media 3) marketing to the event planner, and 4) tourism research.

**Figure 3**

FY95-10 Awards by Marketing Activity			
Marketing Activity	Budget Totals (Millions)	% of Budget	
Media Advertising	\$71.3	86%	
Collateral Material Development & Printing	\$4.9	6%	
Billboards, PR, Audio Visual Materials Web Sites, Direct Advertising, & Other Mktg. Activities	\$4.2	5%	
Production & Other Non-marketing Activities	\$2.2	3%	
<b>Total Awards</b>	<b>\$82.6</b>	<b>100%</b>	

**1. Marketing to the Leisure Traveler** – Performance-based tourism marketing projects that target the leisure traveler are the primary focus of the Cooperative Marketing Program. The following categories provide funding opportunities designed to satisfy a wide-variety of marketing needs.

- Missouri Jewels Program – Technical assistance and funding for the development of an appropriate tourism Web site or printed marketing piece
- Small Project Marketing - Simplified category for small projects and a variety of tourism marketing activities
- Leisure Travel Marketing - Various tourism marketing activities

- Destination Advertising - Media advertising only restricted to ad placement in approved media & markets.

## 2. Marketing to the Media – Leisure Travel Focus

- Public Relations – Marketing to the media through contracted public relations services that encourage positive media coverage with a leisure travel focus.

## 3. Marketing to the Event Planner

- Convention Marketing – Marketing that targets the meeting conference planner to attract new business that does not typically meet in Missouri.
- Amateur Sports Marketing – Marketing that targets the sporting event planner to attract new business that does not typically meet in Missouri.

**4. Tourism Research** – This category provides matching funds for the implementation of approved tourism research projects that identify markets and targets or measure marketing outcomes.

**Figure 4** presents the overall program awards and reimbursements by marketing focus from FY1995 through FY2010.

Figure 4 FY95–10 Award History by Marketing Focus				
Marketing Focus	Number of Projects	% of Total Awards	Awards (Millions)	Reimbursements (Millions)
Marketing to the Leisure Traveler	923	88%	\$36.5	\$33.7
Marketing to the Media	7	1%	\$.2	\$.2
Marketing to the Event Planner	139	11%	\$4.5	\$3.8
Tourism Research	32	0%	\$.1	\$.1
<b>Totals FY1995 through FY2010</b>	<b>1101</b>	<b>100%</b>	<b>\$41.3</b>	<b>\$37.8</b>

## SECTION II. FY2010 PROGRAM OVERVIEW

### *Changes in the FY2010 Program:*

The FY2010 continued the move toward regional, performance-based marketing partnerships encourages focus on broader-based marketing messages to promote Missouri tourism, establishes performance benchmarks and enables more precise outcome measurement that was begun in the 2009 fiscal year.

### *FY2010 Analysis:*

MDT approved 47 tourism-marketing projects totaling just under \$4.1 million. Of that total award, 96% percent was paid out for approved marketing costs. Coupled with the matching local funds, the Cooperative Marketing Program generated more than \$7.8 million in marketing to promote Missouri as a premier tourism destination.

Ninety-two percent of the Cooperative Marketing Program in FY2010 dollars purchased media advertising which includes destination advertising on television, radio, magazines, newspapers and websites.

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The remaining amount was used for a variety of tourism marketing activities including billboard lease; press tours; tradeshow participation; electronic marketing; website development; the design, printing and distribution of collateral materials; research; production; audio visual material development and distribution; and booth purchases.

**Figure 5** illustrates FY2010 awards by marketing activity.

<b>Figure 5</b>			
<b>FY10 Awards by Marketing Activity</b>			
<b>Marketing Activity</b>	<b>Award Totals (Millions)</b>	<b>% of Total Awards</b>	
Media Advertising	\$7.5	92.6%	
Collateral Material Development & Printing	\$.1	1.3%	
Billboards, Public Relations, Electronic Marketing, Direct Advertising, Website Development, Tradeshow Participation	\$.5	5.7%	
Production & Other Non-marketing Activities	\$0	.4%	
<b>Total</b>	<b>\$8.1</b>	<b>100%</b>	

**Figure 6** details the dollars that were made available and the actual dollars expended for FY2010 advertising and marketing activities presented by marketing focus and category. More than 89% of these co-op dollars were devoted to the marketing to the leisure traveler.

<b>Figure 6</b>			
<b>FY10 Summary of Awards/Reimbursements by Marketing Focus</b>			
<b>Marketing Focus/Application Category</b>	<b>#Contracts</b>	<b>Awarded</b>	<b>Reimbursed</b>
<b>Marketing to the Leisure Traveler</b>	<b>28</b>	<b>\$3,637,440</b>	<b>\$3,517,348</b>
Small Project Marketing-S/F	4	\$14,239	\$13,872
Small Project Marketing-W/S	3	\$10,541	\$9,973
Leisure Travel Marketing	12	\$365,993	\$284,400
Destination Advertising	9	\$3,246,668	\$3,209,104
<b>Marketing to the Media</b>	<b>2</b>	<b>\$76,193</b>	<b>\$76,190</b>
Public Relations	2	\$76,193	\$76,190
<b>Marketing to the Planner</b>	<b>13</b>	<b>\$357,402</b>	<b>\$320,705</b>
Convention Marketing	7	\$292,339	\$261,069
Amateur Sports Marketing	6	\$65,064	\$59,636
<b>Tourism Research</b>	<b>4</b>	<b>\$14,505</b>	<b>\$12,723</b>
Tourism Research	4	\$14,505	\$12,723
<b>Totals</b>	<b>47</b>	<b>\$4,085,540</b>	<b>\$3,926,966</b>

**Figure 7** illustrates the FY2010 awards and reimbursements as received by DMOs in the five Missouri tourism regions.

<b>Figure 7 – FY10 Awards/Reimbursements by Tourism Region</b>		
<b>Region</b>	<b>Awards</b>	<b>Reimbursements</b>
Northwest	\$1,073,975	\$1,003,079
Central	\$534,505	\$495,175
Northeast	\$915,598	\$908,216
Southwest	\$1,469,848	\$1,453,153
Southeast	\$91,614	\$67,343
<b>Totals</b>	<b>\$4,085,540</b>	<b>\$3,926,966</b>

### SECTION III. FY2010 ASSESSMENT – COMBINED DATA

#### *Statistical Data:*

Following the completion of each funded project, participants submit summary reports that assess the outcome of the funded marketing activities. The data is analyzed and combined in this section for program-wide measurement. The following pages reflect the statistical data provided by our participants.

#### *Outcomes for Marketing Projects that Target the Leisure Traveler:*

Eighty-nine percent of the dollars awarded for co-op projects targeted the leisure traveler. Included in this group are projects funded in destination advertising, leisure travel marketing and small project marketing categories. The summary reports for projects in this group outline the project objectives as well as the DMO's measure of the success of the marketing funded. The participants provide the main objectives of the project, gauge the extent to which the objectives were met and comment on the degree of success attributed to the project.

Leisure travel marketing and destination advertising category participants provide measurement research to support the outcomes reported. The level of research required for each project is commensurate with the marketing category and the amount of state funding provided. This research provides not only important data, but also valuable insight to Missouri tourism marketing trends at the local levels.

**Small Project Marketing** - DMOs with level I certification may apply for funding in this category for small leisure travel projects. Funded projects are of a limited scope with the duration of six months or less. Eligible marketing activities include media placement (magazines, newspapers, travel inserts), targeted broadcast media placement (TV, radio, cable and banner), electronic media (travel related e-brochures), brochure distribution, printing and production of collateral materials, printing and production of targeted direct mail pieces, trade show registration, billboard lease, booth acquisition and website development.

**Leisure Travel Marketing** - DMOs with level II certification may apply for matching funds annually to promote leisure travel in this category. Eligible activities are limited to print media advertising placement, targeted broadcast media advertising placement, internet advertising placement, electronic media marketing placement (travel related e-brochures), billboard lease, national or multi-state regional tradeshow registration, printing costs for direct mail pieces (group tour focus), and printing costs for pieces designed to fulfill leisure travel inquiries.

**Destination Advertising** - DMOs with level III certification may apply for matching funds for placement costs for selected advertising targeting the leisure traveler in those markets and media approved by MDT (list provided annually). This includes the placement of selected media advertising including TV, radio, and print ads in magazines and newspapers and selected internet advertising placement. Participants must pay all production costs associated with ads placed in this category. Ads may be placed through the Division of Tourism's general market ad agency, or the participant may place the ads independently. Eligible media is limited to placement in markets and media pre-approved by the Division.

Figure 8 presents the combined data from projects targeting the leisure traveler. The total project costs (state and local match) for FY2010 exceeds \$7 million. Outcomes from this investment includes 1.8 billion impressions, 916,344 inquiries and 375,996 room nights generated.

<b>Figure 8</b>			
<b>Combined Summary Data for Projects Targeting the Leisure Traveler: Small Project Marketing , Leisure Travel Marketing, and Destination Advertising</b>			
State Dollars Awarded	\$3,637,440	Average Dollars Spent per Trip	\$814
State Dollars Reimbursed	\$3,517,348	TV Ads Placed	32,961
Local Matching Dollars	\$3,543,456	Radio Ads Placed	25,024
Total Project Costs	\$7,060,804	Newspaper Ads Placed	130
Targets In-State Markets	24%	Magazine Ads Placed	404
Targets Out-of-State Markets	76%	Billboards Leased	8
Inquiries Reported	916,344	Brochures Distributed	232,790
Gross Impressions	1,802,127,868	Trade Shows Attended	28
Projects Funded	28	Other Marketing Activities	8
Trips Generated	375,996		

***Outcomes for Marketing Projects that Target the Media:***

**Public Relations** - DMOs with level II or III certification may apply annually for matching funds for costs associated with contracted public relations services for development and distribution of media releases; press tours; media marketplaces; sales missions; media queries; press kit development; and photography and video specific to the public relations activities designed to promote leisure travel.

<b>Figure 9 – Combined Summary Data for Projects Targeting the Media</b>			
State Dollars Awarded	\$76,192	Media Releases Distributed	31
State Dollars Reimbursed	\$76,190	Group Press Tours Hosted	2
Local Matching Dollars	\$76,190	Individual Press Tours Hosted	9
Total Project Cost	\$152,381	Media Market Places Attended	5
Stories Attributable to the Project	638	Videos Distributed	11
Stories Anticipated	389	Press Kits Distributed	371
%Targeting In-state Market	25	Sales Missions Completed	18
% Targeting Out-of-State Markets	75	Media Queries Initiated	14



**Figure 9** summarizes the public relations category data. Public Relations comprises a small, but important segment, of the Cooperative Marketing Program categories. DMOs that do not have sufficient budget to employ public relations staff can expand their marketing reach through contracted public relations services through this category to generate media coverage.

***Outcomes for Marketing Projects that Target the Event Planner:***

Just over eight percent of the FY2010 Cooperative Marketing awards supported projects designed to influence those individuals who plan conventions, meetings and sporting events. For FY2010 the combined state and local Cooperative Marketing investment was \$320,705. Participants reported that 289,674 room nights were generated by these projects.

Eligible activities are print media advertising placement; national or multi-state regional meeting and convention planner tradeshows registration costs; printing and limited production costs for collateral pieces designed to showcase destination convention and meeting facilities and amenities; purchase or lease of mailing lists; printing; limited production; and distribution of direct mail pieces targeting the planner.

**Convention Marketing** - DMOs with level II or III certification and a convention marketing designation may apply annually for matching funds for convention and meeting marketing. To qualify for funding in convention marketing, appropriate facilities must exist in the destination. These funds are allocated statewide. Projects may target only those conventions and meetings that do not typically, or on a revolving schedule, meet in Missouri. See **Figure 10**

<b>Figure 10 - Convention Marketing Summary</b>	
State Dollars Awarded	\$292,339
State Dollars Reimbursed	\$261,069
Local Matching Dollars	\$269,094
Total Project Costs	\$530,163
Magazine Ads Placed	93
Trade Shows Attended	22
Other Marketing Activities	2
Conventions Booked	307
Meetings Booked	887
Total Bookings	1,194
Number of Projects Funded	7
Total Room Nights Generated	265,411

<b>Figure 11 – Amateur Sports Marketing Summary</b>	
State Dollars Awarded	\$65,064
State Dollars Reimbursed	\$59,636
Local Matching Dollars	\$59,831
Total Project Costs	\$119,466
Magazine Ads Placed	36
Trade Shows Attended	12
Other Marketing Activities	1
Sporting Events Booked	183
Number of Projects Funded	6
Total Room Nights Generated	24,263

**Amateur Sports Marketing** - DMOs with level II or III certification and a sports marketing designation may apply annually for matching funds for amateur sporting event marketing. Appropriate facilities must exist in the destination. Funded projects may target only those sporting events that do not typically, or on a revolving schedule, meet in Missouri.

**Figure 11** – The combined local and state investment for Amateur Sports Marketing was \$119,466. The reported room nights resulting from the project totaled 24,263.

***Tourism Research:***

Four DMOs utilized this category to assist with the cost of various research projects that focus on identifying markets and targets or measuring marketing outcomes such as those required in some marketing categories. See Figure 12.

<b>Figure 12 - Tourism Research Summary</b>	
Number of Projects Funded	4
State Dollars Awarded	\$14,505
State Dollars Reimbursed	\$12,722
Local Matching Dollars	\$12,723
Total Project Costs	\$25,445

Certified DMOs may apply annually for matching funds for the implementation of approved tourism research projects. Research may focus on identifying markets and targets as well as measuring marketing outcomes.

The contract period is July 1<sup>st</sup> through June 30<sup>th</sup>. The minimum state funding amount for these projects is \$500 with a \$5,000 maximum.

**Figure 13** compares statistics from the FY2008, FY2009 and FY2010.

<b>Figure 13 – Statistical Comparison of FY08, FY09 and FY10</b>					
	<b>FY08</b>	<b>FY08/FY09 Comparison</b>	<b>FY09</b>	<b>FY0/FY10 Comparison</b>	<b>FY10</b>
State \$\$ Awarded	\$3,366,084	\$727,402	\$4,093,486	-\$7,946	\$4,085,540
State \$\$ Reimbursed	\$3,211,364	\$804,349	\$4,015,713	-\$88,747	\$3,926,966
Unused \$\$	\$154,720	-\$76,947	\$77,773	\$80,801	\$158,574
Local Matching \$\$	\$3,263,833	\$763,614	\$4,027,447	-\$66,153	\$3,961,294
Total Project Cost	\$6,475,197	\$1,567,963	\$8,043,160	\$154,900	\$7,888,260
Exposure	2,110,843,195	-20,379,460	2,090,463,735	-288,335,867	1,802,127,868
Advertising Responses Reported	800,216	-57,233	742,983	173,361	916,344
% Expenditures to In-state audience	20	5	25	-5	20
% Expenditures to Out-of-state audience	80	-5	75	5	80
TV Ads Placed	25,300	-2,925	22,375	10,586	32,961
Radio Ads Placed	4,699	7,491	12,190	12,834	25,024
Newspaper Ads Placed	220	7	227	-97	130
Magazine Ads Placed	515	24	539	-6	533
Videos Distributed	1	-1	0	11	11
Billboards Leased	22	-15	7	1	8
Brochures Distributed	362,164	-150,498	211,666	21,124	232,790
Trade Shows Attended	89	-1	88	0	88
FAM Tours Hosted	14	3	17	-6	11
Web Sites Developed/Updated	1	0	1	-1	0
Other Marketing Activities	85	-8	77	-66	11
Contract Completion Rate	95.40%	2.7%	98.10%	-1.98%	96.12%
Number of Projects Funded	50	-3	47	0	47

**Figure 14** summarizes the FY2010 total dollars reimbursed, most to least, along with the county designations for each participating DMO.

<b>Figure 14 - Reimbursements by Destination Marketing Organization</b>		
<b>DMO Name</b>	<b>County Designations</b>	<b>Reimbursements</b>
Branson/Lakes Area Chamber of Commerce/CVB	Taney	\$660,000.00
St. Louis CVC	St. Louis City/County	\$660,000.00
CVB of Greater Kansas City	Western Jackson/Clay	\$632,971.99
Springfield CVB	Green/Polk/Christian	\$577,181.00
Lake of the Ozarks Tri-County Lodging Association	Camden/Miller/Morgan	\$354,581.15
City of St. Charles Tourism Department	St. Charles	\$226,752.89
City of Independence - Tourism Department	Eastern Jackson	\$216,659.84
Chamber of Commerce of Table Rock Lake/Kimberling City Area	Stone	\$187,638.03
Buchanan Co. Tourism Board d/b/a St. Joseph CVB	Buchanan	\$141,379.35
Jefferson City CVB	Cole	\$61,378.82
City of Lebanon	Laclede	\$42,903.86
City of Joplin CVB	Jasper	\$28,334.14
City of Sikeston d/b/a Sikeston CVB	Scott	\$21,517.57
Washington Area Chamber of Commerce	Franklin	\$21,463.29
Cape Girardeau Chamber of Commerce/CVB	Cape Girardeau	\$21,275.75
City of Ste. Genevieve Tourism Dept.	Ste. Genevieve	\$19,915.59
Sedalia Area Chamber of Commerce	Pettis	\$17,109.49
City of Hermann Tourism	Gasconade	\$9,920.22
Platte County Visitors Bureau	Platte	\$7,743.02
Clinton Tourism Association, Inc.	Henry	\$4,965.80
Rolla Area Chamber of Commerce & Visitor Center	Phelps	\$4,634.00
Kirksville Area Chamber of Commerce	Adair	\$4,324.85
Pulaski County Visitors Bureau	Pulaski	\$4,315.45
<b>TOTAL REIMBURSEMENTS</b>		<b>\$3,926,966.10</b>

## SECTION IV. FY2010 ASSESSMENTS – INDIVIDUAL PROJECTS

The following pages reflect the outcome information provided by the participants for each individual FY2010 contract grouped by marketing category.

**Individual Contract Data for Projects Targeting the Leisure Traveler**

**DMO Information**

<b>Contract #</b>	<b>10-01-015-11</b>	<b>DMO</b>	<b>Buchanan Co. Tourism Board d/b/a St. Joseph CVB</b>
<b>Category</b>	<b>Leisure Travel Marketing</b>	<b>Project</b>	<b>Leisure Marketing for Buchanan County</b>
<b>Primary Objectives</b>	1. To increase length of stay in Buchanan County by 2% 2. Increase travelers in Midwest looking for family vacations, namely Iowa, Kansas and Nebraska, and maintain Missouri, Michigan and Illinois 3. Effectively promote our area by combining traditional and digital media in an innovative campaign		

**Budget and Expenditures**

<b>State Dollars Awarded</b>	<b>\$22,518.88</b>	<b>State Dollars Reimbursed</b>	<b>\$18,988.42</b>
<b>Revised Award</b>	<b>\$19,244.38</b>	<b>Local Matching Dollars</b>	<b>\$18,988.43</b>
		<b>Total Project Cost</b>	<b>\$37,976.85</b>

**Marketing Activity Information**

<b>TV Ads Placed</b>	<b>273</b>		
<b>Radio Ads Placed</b>	<b>0</b>	<b>Total Circulation/Gross Impressions</b>	<b>1,445,000</b>
<b>Newspaper Ads Placed</b>	<b>0</b>	<b>Inquiries Reported</b>	<b>6,314</b>
<b>Magazine Ads Placed</b>	<b>4</b>	<b>Cost Per Inquiry</b>	<b>\$6.01</b>
<b>Billboards Leased</b>	<b>0</b>		
<b>Brochures Distributed</b>	<b>0</b>	<b>Instate Marketing</b>	<b>18 %</b>
<b>Tradeshows Attended</b>	<b>0</b>	<b>Out-of-State Marketing</b>	<b>82 %</b>
<b>Other Marketing Activity</b>	<b>0</b>		

**Project Outcomes**

<b>Percentage Completed</b>	<b>84%</b>	<b>Did Project Achieve Objectives?</b>
<b>Objectives and Outcomes</b>	Objective 1: No, Preliminary reports indicate that though day trips are up, our current occupancy is down for FY10 due to the struggling economy. Objective 2: Yes, FY10 saw a 26% increase in inquiries and museum attendance was also up 3%. State breakdowns will be available in our next conversion study. Objective 3: Yes, we saw a 33% increase in unique visitors to our website. The Lead Generator also provided us with over 8,000 new emails which will enable us to continue to communicate with interested visitors.	

**Impact of Co-op Project** This project both enabled us to market new online mediums and on television, which we had not tried before in the past. Though the proven ROI through TV was not established, the online marketing programs provided us with thousands of direct leads and email addresses that will enable us to continue marketing to interested travelers. The Lead Generator provided us over 8,000 emails and we have already begun marketing to them through our monthly e-newsletter. The KC online direct programs provided us with over 10,000 leads and vacationfun.com is a top referrer to our website. We feel this was very successful in marketing our destination and providing us with ways to continue a conversation with travelers.

**Outcome Effect on Future Marketing** Yes, we will continue with projects that have proven to be successful in both lead generation, email collection and in converted visits to St. Joseph.

**Quantifiable Measurements**

(As provided by the participant)

<b>Conversion Rate</b>	<b>36.07%</b>	<b>*Visitor Expenditures</b>	<b>\$1,740,392</b>
<b>*Visits Generated</b>	<b>2,278</b>	<b>*Return on Investment (ROI)</b>	<b>\$45.83</b>

*\*These numbers reflect the portion of the overall reported outcomes that may be attributed to the Cooperative Marketing project.*

**Individual Contract Data for Projects Targeting the Leisure Traveler**

**DMO Information**

<b>Contract #</b>	<b>10-04-009-11</b>	<b>DMO</b>	<b>City of Independence - Tourism Department</b>
<b>Category</b>	<b>Leisure Travel Marketing</b>	<b>Project</b>	<b>Leisure Travel Marketing</b>
<b>Primary Objectives</b>	1. Increase the number of visitor inquiries 2. Retain the number of overnight stays as the previous year 3. Invest in additional e-marketing products to increase visibility and develop e-mail database		

**Budget and Expenditures**

		<b>State Dollars Reimbursed</b>	\$9,012.49
<b>State Dollars Awarded</b>	\$9,075.00	<b>Local Matching Dollars</b>	\$9,012.50
<b>Revised Award</b>	\$0.00	<b>Total Project Cost</b>	\$18,024.99

**Marketing Activity Information**

<b>TV Ads Placed</b>	0		
<b>Radio Ads Placed</b>	0	<b>Total Circulation/Gross Impressions</b>	96,103
<b>Newspaper Ads Placed</b>	0	<b>Inquiries Reported</b>	3,673
<b>Magazine Ads Placed</b>	1	<b>Cost Per Inquiry</b>	\$4.91
<b>Billboards Leased</b>	0		
<b>Brochures Distributed</b>	0	<b>Instate Marketing</b>	20 %
<b>Tradeshows Attended</b>	0	<b>Out-of-State Marketing</b>	80 %
<b>Other Marketing Activity</b>	0		

**Project Outcomes**

<b>Percentage Completed</b>	99%	<b>Did Project Achieve Objectives?</b>
<b>Objectives and Outcomes</b>	Objective 1: I-brochure hits increased 25% from 08/09. E-blast generated more inquiries. Banner ad showed a 2.5% click rate. Objective 2: Demand is up 5% and hotel tax has increased 4% over the previous fiscal year. Objective 3: More than 2,100 leads were generated and 890 e-mail addresses collected, meeting our objective.	
<b>Impact of Co-op Project</b>	In a difficult economic climate, we were able to increase hotel income by 4% during the 09/10 fiscal year. Many projects contributed to this success, including the three projects in this project. By investing our funds with those from the Cooperative Marketing program we were able to increase our online presence and provide an immediate fulfillment piece for visitors to our website. Plus we were able to increase our e-mail database by nearly 900 a key goal of this project.	
<b>Outcome Effect on Future Marketing</b>	Yes, the positive outcome results reinforce the need to have an integrated marketing plan. While traditional media continues to be important for a significant portion of our market, online media helps us reach new customers.	

**Quantifiable Measurements**

(As provided by the participant)

<b>Conversion Rate</b>	<b>*Visitor Expenditures</b>
<b>*Visits Generated</b>	<b>*Return on Investment (ROI)</b>

*\*These numbers reflect the portion of the overall reported outcomes that may be attributed to the Cooperative Marketing project.*

**Individual Contract Data for Projects Targeting the Leisure Traveler**

**DMO Information**

<b>Contract #</b>	<b>10-04-033-11</b>	<b>DMO</b>	<b>Platte County Visitors Bureau</b>
<b>Category</b>	<b>Leisure Travel Marketing</b>	<b>Project</b>	<b>Regional Leisure Campaign</b>
<b>Primary Objectives</b>	1. Increase Platte County hotel occupancy rate by 2% 2. Increase ADR by 1% 3. Increase direct tourist expenditure by 3%		

**Budget and Expenditures**

		<b>State Dollars Reimbursed</b>	\$2,093.02
<b>State Dollars Awarded</b>	\$30,000.00	<b>Local Matching Dollars</b>	\$2,093.04
<b>Revised Award</b>	\$2,093.17	<b>Total Project Cost</b>	\$4,186.06

**Marketing Activity Information**

<b>TV Ads Placed</b>	0		
<b>Radio Ads Placed</b>	0	<b>Total Circulation/Gross Impressions</b>	1,517,444
<b>Newspaper Ads Placed</b>	1	<b>Inquiries Reported</b>	7,357
<b>Magazine Ads Placed</b>	1	<b>Cost Per Inquiry</b>	\$0.57
<b>Billboards Leased</b>	0		
<b>Brochures Distributed</b>	0	<b>Instate Marketing</b>	20 %
<b>Tradeshows Attended</b>	0	<b>Out-of-State Marketing</b>	80 %
<b>Other Marketing Activity</b>	0		

**Project Outcomes**

<b>Percentage Completed</b>	7%	<b>Did Project Achieve Objectives?</b>
<b>Objectives and Outcomes</b>	Objective 1: Not met, hotel occupancy rates increased 1% according to the monthly STR report. Objective 2: Met, ADR increased an average 1-2% each month according to the monthly STR report. Objective 3: Not met, direct tourist expenditures increased an average of 1%.	
<b>Impact of Co-op Project</b>	This Cooperative Marketing project included ads in Missouri Spring/Summer insert that generated 5717 inquiries and Missouri Life that generated 800 inquiries requesting information about Platte County. These inquiries will hopefully result in future trips to the area and project a positive image of all there is to do in Platte County.	
<b>Outcome Effect on Future Marketing</b>	No	

**Quantifiable Measurements**

(As provided by the participant)

<b>Conversion Rate</b>	<b>*Visitor Expenditures</b>
<b>*Visits Generated</b>	<b>*Return on Investment (ROI)</b>

*\*These numbers reflect the portion of the overall reported outcomes that may be attributed to the Cooperative Marketing project.*

**Individual Contract Data for Projects Targeting the Leisure Traveler**

**DMO Information**

<b>Contract #</b>	<b>10-05-001-11</b>	<b>DMO</b>	<b>Sedalia Area Chamber of Commerce</b>
<b>Category</b>	<b>Leisure Travel Marketing</b>	<b>Project</b>	<b>2010 Leisure Marketing</b>
<b>Primary Objectives</b>	1. Increase leisure travelers by 2% through occupancy rates and sales tax revenues 2. Shape Sedalia's image as visitor destination by generating \$20,000 advertising equivalency editorial placement 3. Increase awareness within group travel by the number of group travel leads received and groups assisted		

**Budget and Expenditures**

<b>State Dollars Awarded</b>	<b>\$19,265.00</b>	<b>State Dollars Reimbursed</b>	<b>\$17,109.49</b>
<b>Revised Award</b>	<b>\$18,410.00</b>	<b>Local Matching Dollars</b>	<b>\$17,109.49</b>
		<b>Total Project Cost</b>	<b>\$34,218.98</b>

**Marketing Activity Information**

<b>TV Ads Placed</b>	<b>0</b>		
<b>Radio Ads Placed</b>	<b>0</b>	<b>Total Circulation/Gross Impressions</b>	<b>13,018,940</b>
<b>Newspaper Ads Placed</b>	<b>11</b>	<b>Inquiries Reported</b>	<b>3,372</b>
<b>Magazine Ads Placed</b>	<b>4</b>	<b>Cost Per Inquiry</b>	<b>\$10.15</b>
<b>Billboards Leased</b>	<b>0</b>		
<b>Brochures Distributed</b>	<b>19,000</b>	<b>Instate Marketing</b>	<b>20 %</b>
<b>Tradeshows Attended</b>	<b>1</b>	<b>Out-of-State Marketing</b>	<b>80 %</b>
<b>Other Marketing Activity</b>	<b>0</b>		

**Project Outcomes**

<b>Percentage Completed</b>	<b>89%</b>	<b>Did Project Achieve Objectives?</b>
<b>Objectives and Outcomes</b>	Objective 1: Not met, occupancy rates fell by 1.2% from July 2009 to June 2010, the same period a year ago due to the economy. Objective 2: Was met, editorial in newspapers, magazines and travel guides, over \$20,000 advertising equivalency. Objective 3: Was met, motorcycling groups, RV groups and tour groups planning trips for 1, 2 and 3 years out in Sedalia.	
<b>Impact of Co-op Project</b>	The Cooperative Marketing funding allowed us to expand our advertising dollars to become more visible as a destination. Each venture helped to increase awareness of Sedalia with printed material including visitors guides, newspaper inserts, magazine ads and the technology enhanced i-brochure. The tradeshow attended reached the target markets for leisure travelers looking for closer to home trips; sporting events, girls get a ways and educational outings.	
<b>Outcome Effect on Future Marketing</b>	The outcome measurement results will not affect the planning of future marketing projects.	

**Quantifiable Measurements**

(As provided by the participant)

<b>Conversion Rate</b>	<b>*Visitor Expenditures</b>
<b>*Visits Generated</b>	<b>*Return on Investment (ROI)</b>

*\*These numbers reflect the portion of the overall reported outcomes that may be attributed to the Cooperative Marketing project.*

**Individual Contract Data for Projects Targeting the Leisure Traveler**

**DMO Information**

<b>Contract #</b>	<b>10-06-026-11</b>	<b>DMO</b>	<b>Jefferson City CVB</b>
<b>Category</b>	<b>Leisure Travel Marketing</b>	<b>Project</b>	<b>Capital City Leisure Travel Marketing 2010</b>
<b>Primary Objectives</b>	1. Maintain lodging tax revenues 2. Increase occupancy 3. Increase number of unique visitors to the website		

**Budget and Expenditures**

		<b>State Dollars Reimbursed</b>	\$51,821.32
<b>State Dollars Awarded</b>	\$59,669.80	<b>Local Matching Dollars</b>	\$51,821.32
<b>Revised Award</b>	\$0.00	<b>Total Project Cost</b>	\$103,642.64

**Marketing Activity Information**

<b>TV Ads Placed</b>	0		
<b>Radio Ads Placed</b>	2	<b>Total Circulation/Gross Impressions</b>	26,022,860
<b>Newspaper Ads Placed</b>	2	<b>Inquiries Reported</b>	26,851
<b>Magazine Ads Placed</b>	20	<b>Cost Per Inquiry</b>	\$3.86
<b>Billboards Leased</b>	2		
<b>Brochures Distributed</b>	0	<b>Instate Marketing</b>	30 %
<b>Tradeshows Attended</b>	5	<b>Out-of-State Marketing</b>	70 %
<b>Other Marketing Activity</b>	0		

**Project Outcomes**

<b>Percentage Completed</b>	87%	<b>Did Project Achieve Objectives?</b>
<b>Objectives and Outcomes</b>	Objective 1: Lodging tax revenues were down slightly this year. Objective 2: Occupancy was also down, likely due to the poor economic conditions. Objective 3: The number of unique visitors increased during this fiscal year.	
<b>Impact of Co-op Project</b>	The ability to advertise in more places than what is available in our budget. Attend bigger tradeshows and broadcast more radio ads.	
<b>Outcome Effect on Future Marketing</b>	Yes, the results helps us find what media outlets are working and which ones are not as good. It helps us determine where the marketing trends are going and how to improve our current plan.	

**Quantifiable Measurements**

(As provided by the participant)

<b>Conversion Rate</b>	6.16%	<b>*Visitor Expenditures</b>	\$1,618,078
<b>*Visits Generated</b>	1,463	<b>*Return on Investment (ROI)</b>	\$15.61

*\*These numbers reflect the portion of the overall reported outcomes that may be attributed to the Cooperative Marketing project.*



**Individual Contract Data for Projects Targeting the Leisure Traveler**

**DMO Information**

<b>Contract #</b>	<b>10-06-029-11</b>	<b>DMO</b>	<b>City of Lebanon</b>
<b>Category</b>	<b>Leisure Travel Marketing</b>	<b>Project</b>	<b>Leisure Tourism Marketing Campaign Laclede County FY2010</b>
<b>Primary Objectives</b>	1. Attract new visitors 2. Retain repeat visitors 3. Extend visitors length of stay		

**Budget and Expenditures**

		<b>State Dollars Reimbursed</b>	<b>\$26,713.44</b>
<b>State Dollars Awarded</b>	<b>\$27,564.44</b>	<b>Local Matching Dollars</b>	<b>\$26,713.44</b>
<b>Revised Award</b>	<b>\$0.00</b>	<b>Total Project Cost</b>	<b>\$53,426.88</b>

**Marketing Activity Information**

<b>TV Ads Placed</b>	<b>0</b>		
<b>Radio Ads Placed</b>	<b>0</b>	<b>Total Circulation/Gross Impressions</b>	<b>27,840,956</b>
<b>Newspaper Ads Placed</b>	<b>1</b>	<b>Inquiries Reported</b>	<b>19,869</b>
<b>Magazine Ads Placed</b>	<b>13</b>	<b>Cost Per Inquiry</b>	<b>\$2.69</b>
<b>Billboards Leased</b>	<b>2</b>		
<b>Brochures Distributed</b>	<b>30,420</b>	<b>Instate Marketing</b>	<b>25 %</b>
<b>Tradeshows Attended</b>	<b>4</b>	<b>Out-of-State Marketing</b>	<b>75 %</b>
<b>Other Marketing Activity</b>	<b>0</b>		

**Project Outcomes**

<b>Percentage Completed</b>	<b>97%</b>	<b>Did Project Achieve Objectives?</b>
<b>Objectives and Outcomes</b>	Objective 1: Surveys from tradeshows and annual festivals showed we had new visitors to Lebanon area. Objective 2: Surveys from tradeshows and annual festivals indicated that our customers are coming back multiple times. Objective 3: Surveys of lodging, tradeshows and major annual festival showed slight increase in length of stay.	
<b>Impact of Co-op Project</b>	Cooperative Marketing funds doubled our marketing budget. Because of our marketing efforts, lodging tax collection were up in FY10. We were able to expand our internet marketing through the M3 campaign with Madden Media, Inc. The Visitors' Guide and Visitors' Calendar helped create a demand for traveling to Lebanon area. We were able to participate in travel shows and talk directly to our customers and conduct surveys on-site at the shows. We generated new leads through online campaigns and we are creating a database for future e-blast marketing campaigns. We reached new customers, but we were also able to get marketing messages to loyal customers.	
<b>Outcome Effect on Future Marketing</b>	Yes, our marketing activities were successful, therefore we will continue to participate in travel shows, Madden Fall and Spring inserts, select magazines, billboards, Visitors Guide, Visitors Calendar, iBrochure, focus on outdoor recreation and Route 66.	

**Quantifiable Measurements**

(As provided by the participant)

<b>Conversion Rate</b>	<b>49.00%</b>	<b>*Visitor Expenditures</b>
<b>*Visits Generated</b>		<b>*Return on Investment (ROI)</b>

*\*These numbers reflect the portion of the overall reported outcomes that may be attributed to the Cooperative Marketing project.*

**Individual Contract Data for Projects Targeting the Leisure Traveler**

**DMO Information**

<b>Contract #</b>	<b>10-06-031-11</b>	<b>DMO</b>	<b>Lake of the Ozarks Tri-County Lodging Association</b>
<b>Category</b>	<b>Leisure Travel Marketing</b>	<b>Project</b>	<b>Lake of the Ozarks Leisure Travel Marketing Campaign FY10</b>
<b>Primary Objectives</b>	1. Increase awareness and demand for the Lake of the Ozarks as a golfing getaway and vacation destination 2. Increase the number of golfers who visit the Lake and the number of golf rounds played 3. Increase total travel spending by golfers at the Lake		

**Budget and Expenditures**

<b>State Dollars Awarded</b>	<b>\$54,131.92</b>	<b>State Dollars Reimbursed</b>	<b>\$46,155.32</b>
<b>Revised Award</b>	<b>\$0.00</b>	<b>Local Matching Dollars</b>	<b>\$46,155.33</b>
		<b>Total Project Cost</b>	<b>\$92,310.65</b>

**Marketing Activity Information**

<b>TV Ads Placed</b>	<b>48</b>		
<b>Radio Ads Placed</b>	<b>0</b>	<b>Total Circulation/Gross Impressions</b>	<b>65,209,415</b>
<b>Newspaper Ads Placed</b>	<b>4</b>	<b>Inquiries Reported</b>	<b>15,027</b>
<b>Magazine Ads Placed</b>	<b>15</b>	<b>Cost Per Inquiry</b>	<b>\$6.14</b>
<b>Billboards Leased</b>	<b>0</b>		
<b>Brochures Distributed</b>	<b>40,000</b>	<b>Instate Marketing</b>	<b>59 %</b>
<b>Tradeshows Attended</b>	<b>13</b>	<b>Out-of-State Marketing</b>	<b>41 %</b>
<b>Other Marketing Activity</b>	<b>0</b>		

**Project Outcomes**

<b>Percentage Completed</b>	<b>85%</b>	<b>Did Project Achieve Objectives?</b>
<b>Objectives and Outcomes</b>	Objective 1: Our request for information, website visits, golf show visitors were up by almost 10% over last year. Objective 2: Due to severe weather conditions, two top courses closed for up to two months. Objective 3: Due to the two top golf courses being down, revenue was also down.	

**Impact of Co-op Project** We were able to host a press trip for more than 30 golf journalists, this helped generate interest and awareness. We were able to add two new billboards, this has helped us without brand, Lake of the Ozarks Golf Trail. Television commercials were run in three major markets, St. Louis, Kansas City and Des Moines, IA. With golf rounds being down and revenue being down, Tourism funding has been critical to our marketing budget. Attendance at travel and sport shows, as well as golf shows, helps us talk with our customers and not at them. The Golf Brochure and the ibrochure are excellent means of communication, we hope to continue with both next year.

**Outcome Effect on Future Marketing** No. We did not achieve our goals due to the temporary closing of two of our top courses. The decline was not attributed to poor marketing, but rather to weather conditions that were out of our control. We will continue our marketing efforts.

**Quantifiable Measurements**

(As provided by the participant)

<b>Conversion Rate</b>	<b>11.31%</b>	<b>*Visitor Expenditures</b>	<b>\$1,836,619</b>
<b>*Visits Generated</b>	<b>1,699</b>	<b>*Return on Investment (ROI)</b>	<b>\$19.90</b>

*\*These numbers reflect the portion of the overall reported outcomes that may be attributed to the Cooperative Marketing project.*

**Individual Contract Data for Projects Targeting the Leisure Traveler**

**DMO Information**

<b>Contract #</b>	<b>10-07-002-11</b>	<b>DMO</b>	<b>Washington Area Chamber of Commerce</b>
<b>Category</b>	<b>Leisure Travel Marketing</b>	<b>Project</b>	<b>Washington/Franklin Advertising</b>
<b>Primary Objectives</b>	1. Increase the number of leisure market travelers coming from target markets of Chicago and Kansas City 2. Increase the number of leisure marketing overnight travelers by 2% 3. Increase the number of leisure marketing travelers attending special events by 3%		

**Budget and Expenditures**

<b>State Dollars Awarded</b>	<b>\$27,168.90</b>	<b>State Dollars Reimbursed</b>	<b>\$21,463.29</b>
<b>Revised Award</b>	<b>\$26,232.34</b>	<b>Local Matching Dollars</b>	<b>\$21,463.32</b>
		<b>Total Project Cost</b>	<b>\$42,926.61</b>

**Marketing Activity Information**

<b>TV Ads Placed</b>	<b>0</b>		
<b>Radio Ads Placed</b>	<b>0</b>	<b>Total Circulation/Gross Impressions</b>	<b>34,495,328</b>
<b>Newspaper Ads Placed</b>	<b>3</b>	<b>Inquiries Reported</b>	<b>19,380</b>
<b>Magazine Ads Placed</b>	<b>11</b>	<b>Cost Per Inquiry</b>	<b>\$2.21</b>
<b>Billboards Leased</b>	<b>2</b>		
<b>Brochures Distributed</b>	<b>10,000</b>	<b>Instate Marketing</b>	<b>38 %</b>
<b>Tradeshows Attended</b>	<b>0</b>	<b>Out-of-State Marketing</b>	<b>62 %</b>
<b>Other Marketing Activity</b>	<b>0</b>		

**Project Outcomes**

<b>Percentage Completed</b>	<b>79%</b>	<b>Did Project Achieve Objectives?</b>
<b>Objectives and Outcomes</b>	Objective 1: The traveler coming from Kansas City Area has shown a dramatic increase, including two group tour buses. Objective 2: While overnight stays are up, this is still a goal that we must work on. Objective 3: The special event goal was met with two highly successful Girlfriend Shopping Weekends	

**Impact of Co-op Project** The Cooperative Marketing program enables us to maximize our budget dollars to reach a larger audience. Being a small market and depending on limited revenue sources, the Cooperative Marketing program allows us to advertise in more media with national circulation. We can also explore larger cities to market special events. It truly makes the difference between being a player in the tourism market or just sitting on the sidelines. We have been able to partner with adjoining markets to think regionally. This approach is good for Washington, Franklin County and partners to give us the biggest bang for the dollars spent.

**Outcome Effect on Future Marketing** Yes, we will look at the effectiveness of billboards as a viable advertising method. We will look at more web, iphone apps and GPS location systems.

**Quantifiable Measurements**

(As provided by the participant)

<b>Conversion Rate</b>	<b>*Visitor Expenditures</b>
<b>*Visits Generated</b>	<b>*Return on Investment (ROI)</b>

*\*These numbers reflect the portion of the overall reported outcomes that may be attributed to the Cooperative Marketing project.*

**Individual Contract Data for Projects Targeting the Leisure Traveler**

**DMO Information**

<b>Contract #</b>	<b>10-08-019-11</b>	<b>DMO</b>	<b>City of Joplin CVB</b>
<b>Category</b>	<b>Leisure Travel Marketing</b>	<b>Project</b>	<b>JCVB FY10 Leisure CMP</b>
<b>Primary Objectives</b>	1. Assist hotel properties generate room nights 2. Market Jasper County in regional publications to generate information leads about the destination 3. Provide fulfillment pieces to all inquiries and convert these inquiries to marketing visits and overnight stays		

**Budget and Expenditures**

<b>State Dollars Awarded</b>	<b>\$29,851.00</b>	<b>State Dollars Reimbursed</b>	<b>\$28,334.14</b>
<b>Revised Award</b>	<b>\$0.00</b>	<b>Local Matching Dollars</b>	<b>\$28,334.28</b>
		<b>Total Project Cost</b>	<b>\$56,668.42</b>

**Marketing Activity Information**

<b>TV Ads Placed</b>	<b>0</b>		
<b>Radio Ads Placed</b>	<b>0</b>	<b>Total Circulation/Gross Impressions</b>	<b>10,324,100</b>
<b>Newspaper Ads Placed</b>	<b>5</b>	<b>Inquiries Reported</b>	<b>20,647</b>
<b>Magazine Ads Placed</b>	<b>12</b>	<b>Cost Per Inquiry</b>	<b>\$2.74</b>
<b>Billboards Leased</b>	<b>0</b>		
<b>Brochures Distributed</b>	<b>0</b>	<b>Instate Marketing</b>	<b>45 %</b>
<b>Tradeshows Attended</b>	<b>0</b>	<b>Out-of-State Marketing</b>	<b>55 %</b>
<b>Other Marketing Activity</b>	<b>0</b>		

**Project Outcomes**

<b>Percentage Completed</b>	<b>95%</b>	<b>Did Project Achieve Objectives?</b>
<b>Objectives and Outcomes</b>	Objective 1: No significant impact, two months had increase in room tax over previous year. All other month showed a decline. Objective 2: Ads were not well designed or placed strategically to reach specific target audiences of original objectives. Objective 3: Inquiries received collateral material requested, however no follow up was done on hotel stays related to the inquiry.	
<b>Impact of Co-op Project</b>	Based on the limited data collection and relative ineffective advertising and marketing campaign, no positive statement can be legitimately claimed. The program has the potential to have positive outcomes if designated target markets are more effectively reached by creating advertising that is specifically designed with an outcome in mind. As incoming Director reviewing this project without having the privilege of input on design and implementation, I cannot derive any tangible evidence that a significant return on investment was gained.	
<b>Outcome Effect on Future Marketing</b>	Yes, a more comprehensive and coordinated strategic marketing program will be developed with realistic, achievable and verifiable goals.	

**Quantifiable Measurements**

(As provided by the participant)

<b>Conversion Rate</b>	<b>*Visitor Expenditures</b>
<b>*Visits Generated</b>	<b>*Return on Investment (ROI)</b>

*\*These numbers reflect the portion of the overall reported outcomes that may be attributed to the Cooperative Marketing project.*

**Individual Contract Data for Projects Targeting the Leisure Traveler**

**DMO Information**

<b>Contract #</b>	<b>10-10-014-11</b>	<b>DMO</b>	<b>City of Ste. Genevieve Tourism Dept.</b>
<b>Category</b>	<b>Leisure Travel Marketing</b>	<b>Project</b>	<b>Ste. Genevieve ....Oui!!</b>
<b>Primary Objectives</b>	1. Increase tourism related sales in Ste. Genevieve County 2. Increase the number of visitors to the area attractions/businesses 3. Increase the number of overnight stays		

**Budget and Expenditures**

		<b>State Dollars Reimbursed</b>	<b>\$19,915.59</b>
<b>State Dollars Awarded</b>	<b>\$24,998.00</b>	<b>Local Matching Dollars</b>	<b>\$19,915.60</b>
<b>Revised Award</b>	<b>\$0.00</b>	<b>Total Project Cost</b>	<b>\$39,831.19</b>

**Marketing Activity Information**

<b>TV Ads Placed</b>	<b>0</b>		
<b>Radio Ads Placed</b>	<b>0</b>	<b>Total Circulation/Gross Impressions</b>	<b>14,413,000</b>
<b>Newspaper Ads Placed</b>	<b>4</b>	<b>Inquiries Reported</b>	<b>31,405</b>
<b>Magazine Ads Placed</b>	<b>9</b>	<b>Cost Per Inquiry</b>	<b>\$1.27</b>
<b>Billboards Leased</b>	<b>0</b>		
<b>Brochures Distributed</b>	<b>45,000</b>	<b>Instate Marketing</b>	<b>20 %</b>
<b>Tradeshows Attended</b>	<b>2</b>	<b>Out-of-State Marketing</b>	<b>80 %</b>
<b>Other Marketing Activity</b>	<b>1</b>		

**Project Outcomes**

<b>Percentage Completed</b>	<b>80%</b>	<b>Did Project Achieve Objectives?</b>
<b>Objectives and Outcomes</b>	Objective 1: Tourism related sales in Ste. Genevieve County reflects a decrease in sales tax collected. Objective 2: The Welcome Center daily tally numbers do reflect an increase in visitors. Objective 3: The number of overnight stays, tracked via bed tax, reflect a decrease in overnight stays.	
<b>Impact of Co-op Project</b>	The Cooperative Marketing project allows the City of Ste. Genevieve to reach a wider audience with the match of funds. Though overnight stays and tax revenue did not reflect an increase as hoped, the number of guests to the region did increase by approximately 4000 visitors. The decrease in overnight stays and tax revenues may be due more to economic conditions causing tourists to not spend as much as in years past. The increase in visitors most likely offset the decrease in spending to keep decreased revenue to a minimum.	
<b>Outcome Effect on Future Marketing</b>	Yes, due to a lack of expected leads from the travel inserts, the City of Ste. Genevieve has adjusted the FY11 marketing plan to replace the travel inserts with alternative national advertising with AAA magazines.	

**Quantifiable Measurements**

(As provided by the participant)

<b>Conversion Rate</b>	<b>*Visitor Expenditures</b>
<b>*Visits Generated</b>	<b>*Return on Investment (ROI)</b>

*\*These numbers reflect the portion of the overall reported outcomes that may be attributed to the Cooperative Marketing project.*

**Individual Contract Data for Projects Targeting the Leisure Traveler**

**DMO Information**

<b>Contract #</b>	<b>10-10-023-11</b>	<b>DMO</b>	<b>Cape Girardeau Chamber of Commerce/CVB</b>
<b>Category</b>	<b>Leisure Travel Marketing</b>	<b>Project</b>	<b>Cape Girardeau: Here You will Find</b>
<b>Primary Objectives</b>	1. Build awareness of Cape Girardeau as a viable and enjoyable leisure and business travel destination market 2. Draw more visitors to our community 3. Increase the length of visitor stay and spending while in our community		

**Budget and Expenditures**

<b>State Dollars Awarded</b>	<b>\$36,750.00</b>	<b>State Dollars Reimbursed</b>	<b>\$21,275.75</b>
<b>Revised Award</b>	<b>\$21,375.00</b>	<b>Local Matching Dollars</b>	<b>\$21,275.75</b>
		<b>Total Project Cost</b>	<b>\$42,551.50</b>

**Marketing Activity Information**

<b>TV Ads Placed</b>	<b>0</b>		
<b>Radio Ads Placed</b>	<b>0</b>	<b>Total Circulation/Gross Impressions</b>	<b>2,622,532</b>
<b>Newspaper Ads Placed</b>	<b>0</b>	<b>Inquiries Reported</b>	<b>3,810</b>
<b>Magazine Ads Placed</b>	<b>9</b>	<b>Cost Per Inquiry</b>	<b>\$11.17</b>
<b>Billboards Leased</b>	<b>0</b>		
<b>Brochures Distributed</b>	<b>50,870</b>	<b>Instate Marketing</b>	<b>15 %</b>
<b>Tradeshows Attended</b>	<b>0</b>	<b>Out-of-State Marketing</b>	<b>85 %</b>
<b>Other Marketing Activity</b>	<b>0</b>		

**Project Outcomes**

<b>Percentage Completed</b>	<b>58%</b>	<b>Did Project Achieve Objectives?</b>
<b>Objectives and Outcomes</b>	Objective 1: Was met, Marketing, PR, Branding, etc. reached existing and new potential visitors with our message. Objective 2: Was not met, In large part, due to the economy and an overall downturn in travel across the country. Objective 3: Was met, Opened a number of new family friendly attractions this year that led to longer stays.	
<b>Impact of Co-op Project</b>	This Cooperative Marketing funding enable us to reach the Southern Living and Going Places readers. It also allowed us to effectively increase the amount of advertising that we do in publications that reach potential visitors.	
<b>Outcome Effect on Future Marketing</b>	Yes, given how few people are circling reader response forms today, we have just initiated a year long comprehensive survey project that solicits feedback from out overnight guests. This survey will provide us with invaluable information and insight.	

**Quantifiable Measurements**

(As provided by the participant)

<b>Conversion Rate</b>	<b>*Visitor Expenditures</b>
<b>*Visits Generated</b>	<b>*Return on Investment (ROI)</b>

*\*These numbers reflect the portion of the overall reported outcomes that may be attributed to the Cooperative Marketing project.*

**Individual Contract Data for Projects Targeting the Leisure Traveler**

**DMO Information**

<b>Contract #</b>	<b>10-10-050-11</b>	<b>DMO</b>	<b>City of Sikeston d/b/a Sikeston CVB</b>
<b>Category</b>	<b>Leisure Travel Marketing</b>	<b>Project</b>	<b>Scott County Leisure Travel Marketing</b>
<b>Primary Objectives</b>	1. Increase overnight stays 2. Attract new visitors 3. Retain existing visitors		

**Budget and Expenditures**

<b>State Dollars Awarded</b>	<b>\$25,000.00</b>	<b>State Dollars Reimbursed</b>	<b>\$21,517.57</b>
<b>Revised Award</b>	<b>\$0.00</b>	<b>Local Matching Dollars</b>	<b>\$21,517.59</b>
		<b>Total Project Cost</b>	<b>\$43,035.16</b>

**Marketing Activity Information**

<b>TV Ads Placed</b>	<b>0</b>		
<b>Radio Ads Placed</b>	<b>0</b>	<b>Total Circulation/Gross Impressions</b>	<b>69,983,793</b>
<b>Newspaper Ads Placed</b>	<b>2</b>	<b>Inquiries Reported</b>	<b>16,660</b>
<b>Magazine Ads Placed</b>	<b>10</b>	<b>Cost Per Inquiry</b>	<b>\$2.58</b>
<b>Billboards Leased</b>	<b>1</b>		
<b>Brochures Distributed</b>	<b>25,000</b>	<b>Instate Marketing</b>	<b>36 %</b>
<b>Tradeshows Attended</b>	<b>3</b>	<b>Out-of-State Marketing</b>	<b>64 %</b>
<b>Other Marketing Activity</b>	<b>5</b>		

**Project Outcomes**

<b>Percentage Completed</b>	<b>86%</b>	<b>Did Project Achieve Objectives?</b>
<b>Objectives and Outcomes</b>	Objective 1: Tax receipts were up overall by 1% we showed an increase in July, August, September, October and May. Objective 2: All marketing tools, billboards, print, online and travel shows helped to bring new awareness of Sikeston. Objective 3: Targeted messages in our advertising to give visitors more reasons to visit and/or come back to Sikeston.	
<b>Impact of Co-op Project</b>	Adverting inquiries increased dramatically from the previous year. Festival attendance was up, because we were able to strategically feature "festival ads" in regional publications. The Madden M3 Program helped drive consumers to our ibrochure and then on to our website. Our overnight visitors were up slightly, but out "day visitors" increased, which is reflected in festival attendance. A strategically placed billboard on I 55 South generated inquiries from the St. Louis Area, one of our top markets.	
<b>Outcome Effect on Future Marketing</b>	Yes, we will analyze our results from FY2012 and use them when we are planning our marketing strategy for the upcoming year. We feel very fortunate to participate in the cooperative marketing program, because it enables us to expand our marketing dollars.	

**Quantifiable Measurements**

(As provided by the participant)

<b>Conversion Rate</b>	<b>*Visitor Expenditures</b>
<b>*Visits Generated</b>	<b>*Return on Investment (ROI)</b>

*\*These numbers reflect the portion of the overall reported outcomes that may be attributed to the Cooperative Marketing project.*

**Individual Contract Data for Projects Targeting the Leisure Traveler**

**DMO Information**

<b>Contract #</b>	<b>10-01-044-44</b>	<b>DMO</b>	<b>Buchanan Co. Tourism Board d/b/a St. Joseph CVB</b>
<b>Category</b>	<b>Destination Advertising</b>	<b>Project</b>	<b>Destination Marketing for Buchanan County</b>
<b>Primary Objectives</b>	1. Increase domestic and international inbound travel to the destination for the purpose of increasing visitor spending 2. Reach travelers in the Midwest looking for a family vacation destination that is historical in nature 3. Utilize print, broadcast and online media to increase the visibility of St. Joseph, encouraging visitors to take action and visit www.stjomo.com, to inspire first time and repeat visitation		

**Budget and Expenditures**

<b>State Dollars Awarded</b>	<b>\$109,917.12</b>	<b>State Dollars Reimbursed</b>	<b>\$107,831.09</b>
<b>Revised Award</b>	<b>\$0.00</b>	<b>Local Matching Dollars</b>	<b>\$107,831.12</b>
		<b>Total Project Cost</b>	<b>\$215,662.21</b>

**Marketing Activity Information**

<b>TV Ads Placed</b>	<b>0</b>		
<b>Radio Ads Placed</b>	<b>112</b>	<b>Total Circulation/Gross Impressions</b>	<b>22,101,000</b>
<b>Newspaper Ads Placed</b>	<b>2</b>	<b>Inquiries Reported</b>	<b>35,854</b>
<b>Magazine Ads Placed</b>	<b>66</b>	<b>Cost Per Inquiry</b>	<b>\$6.02</b>
<b>Billboards Leased</b>	<b>0</b>		
<b>Brochures Distributed</b>	<b>0</b>	<b>Instate Marketing</b>	<b>10 %</b>
<b>Tradeshows Attended</b>	<b>0</b>	<b>Out-of-State Marketing</b>	<b>90 %</b>
<b>Other Marketing Activity</b>	<b>0</b>		

**Project Outcomes**

<b>Percentage Completed</b>	<b>98%</b>	<b>Did Project Achieve Objectives?</b>
<b>Objectives and Outcomes</b>	Objective 1: No, Preliminary reports indicate that though day trips are up, our current occupancy is down for FY10 due to the struggling economy we saw in FY10. Objective 2: Yes, FY10 saw a 26% increase in inquiries and museum attendance was also up 3%. State breakdowns will be available in our next conversion study. Objective 3: Yes, we saw a 33% increase in unique visitors to our website.	

**Impact of Co-op Project** The Cooperative Marketing Program allowed us additional funding to advertise in outlets not regularly affordable to our DMO and those advertising purchases resulted in more inquiries than could have been generated alone, especially in the struggling economy that we saw in FY10. This program also assisted in the building of our email database which enables us to continue communicating with travelers already interested in visiting the area, but might not have been able to do so in FY10.

**Outcome Effect on Future Marketing** Yes.

**Quantifiable Measurements**

(As provided by the participant)

<b>Conversion Rate</b>	<b>36.07%</b>	<b>*Visitor Expenditures</b>	<b>\$9,881,576</b>
<b>*Visits Generated</b>	<b>12,934</b>	<b>*Return on Investment (ROI)</b>	<b>\$45.82</b>

*\*These numbers reflect the portion of the overall reported outcomes that may be attributed to the Cooperative Marketing project.*



**Individual Contract Data for Projects Targeting the Leisure Traveler**

**DMO Information**

<b>Contract #</b>	<b>10-04-043-44</b>	<b>DMO</b>	<b>City of Independence - Tourism Department</b>
<b>Category</b>	<b>Destination Advertising</b>	<b>Project</b>	<b>Attractions Marketing</b>
<b>Primary Objectives</b>	1. Maintain the number of visitor inquiries as the previous year 2. Maintain the number of overnight stays as the previous year 3. Maintain the amount of economic impact as the previous year		

**Budget and Expenditures**

<b>State Dollars Awarded</b>	<b>\$180,000.00</b>	<b>State Dollars Reimbursed</b>	<b>\$176,298.25</b>
<b>Revised Award</b>	<b>\$0.00</b>	<b>Local Matching Dollars</b>	<b>\$176,298.25</b>
		<b>Total Project Cost</b>	<b>\$352,596.50</b>

**Marketing Activity Information**

<b>TV Ads Placed</b>	<b>359</b>		
<b>Radio Ads Placed</b>	<b>703</b>	<b>Total Circulation/Gross Impressions</b>	<b>203,200,000</b>
<b>Newspaper Ads Placed</b>	<b>29</b>	<b>Inquiries Reported</b>	<b>25,610</b>
<b>Magazine Ads Placed</b>	<b>28</b>	<b>Cost Per Inquiry</b>	<b>\$13.77</b>
<b>Billboards Leased</b>	<b>0</b>		
<b>Brochures Distributed</b>	<b>0</b>	<b>Instate Marketing</b>	<b>23 %</b>
<b>Tradeshows Attended</b>	<b>0</b>	<b>Out-of-State Marketing</b>	<b>77 %</b>
<b>Other Marketing Activity</b>	<b>0</b>		

**Project Outcomes**

<b>Percentage Completed</b>	<b>98%</b>	<b>Did Project Achieve Objectives?</b>
<b>Objectives and Outcomes</b>	Objective 1: Visitor inquiries decreased 24% for this project over last year, yet web inquiries increased. Objective 2: Hotel tax for 09/10 increased 4% over 08/09, exceeding objective. Objective 3: The SIC tourism code expenditures for 09 increased 6.5% over 08 exceeding objective.	
<b>Impact of Co-op Project</b>	The Cooperative Marketing program funds increased our marketing budget by 38% allowing us to increase print and online, and to add radio, television campaigns. This was the first time we had a focused effort to increase our e-mail database. Through those leads we were able to send a monthly e-blast updating the "opt-in" visitors about our events. Our bottom line measurement is the hotel tax which totally funds our department. This project was a component in us achieving a 4% increase.	
<b>Outcome Effect on Future Marketing</b>	Yes, a variety of tools are used to measure our success. Results are shared with our marketing agency, board and partners to determine future media plans. Additional resources have been placed into our current online campaign as a result.	

**Quantifiable Measurements**

(As provided by the participant)

<b>Conversion Rate</b>	<b>22.97%</b>	<b>*Visitor Expenditures</b>	<b>\$2,193,830</b>
<b>*Visits Generated</b>	<b>5,883</b>	<b>*Return on Investment (ROI)</b>	<b>\$6.22</b>

*\*These numbers reflect the portion of the overall reported outcomes that may be attributed to the Cooperative Marketing project.*

**Individual Contract Data for Projects Targeting the Leisure Traveler**

**DMO Information**

<b>Contract #</b>	<b>10-04-049-44</b>	<b>DMO</b>	<b>CVB of Greater Kansas City</b>
<b>Category</b>	<b>Destination Advertising</b>	<b>Project</b>	<b>FY2010 Destination Advertising Program</b>
<b>Primary Objectives</b>	1. Increase hotel room revenue, attractions attendance and restaurant table receipts through special offers and rates 2. Introduce new tagline and brand platform, "Change Your Perspective." 3. Promote all attractions, new development and destination product improvements through integrated campaign		

**Budget and Expenditures**

<b>State Dollars Awarded</b>	<b>\$600,000.00</b>	<b>State Dollars Reimbursed</b>	<b>\$593,892.49</b>
<b>Revised Award</b>	<b>\$0.00</b>	<b>Local Matching Dollars</b>	<b>\$593,893.98</b>
		<b>Total Project Cost</b>	<b>\$1,187,786.47</b>

**Marketing Activity Information**

<b>TV Ads Placed</b>	<b>13,641</b>		
<b>Radio Ads Placed</b>	<b>9,520</b>	<b>Total Circulation/Gross Impressions</b>	<b>97,661,506</b>
<b>Newspaper Ads Placed</b>	<b>48</b>	<b>Inquiries Reported</b>	<b>271,800</b>
<b>Magazine Ads Placed</b>	<b>0</b>	<b>Cost Per Inquiry</b>	<b>\$4.37</b>
<b>Billboards Leased</b>	<b>0</b>		
<b>Brochures Distributed</b>	<b>0</b>	<b>Instate Marketing</b>	<b>24 %</b>
<b>Tradeshows Attended</b>	<b>0</b>	<b>Out-of-State Marketing</b>	<b>76 %</b>
<b>Other Marketing Activity</b>	<b>0</b>		

**Project Outcomes**

<b>Percentage Completed</b>	<b>99%</b>	<b>Did Project Achieve Objectives?</b>	<b>Significantly</b>
<b>Objectives and Outcomes</b>	Objective 1: Web visits up 18% unique visits up 28% 110,000 coupon downloads. Incremental room nights of 150,000. Objective 2: New creative scored higher across all metrics. More than 4 in 5 travelers say ads make Kansas City seem appealing. Objective 3: New television creative shot on 20 locations around Kansas City promoting attractions, new development and the new Kansas City.		
<b>Impact of Co-op Project</b>	In a tough budget and economic recession, this Cooperative Marketing project enabled Kansas City to continue marketing at a time when marketing is needed most. The campaign promoted a valuable message with strong special offers. Call to action. The project also enable Kansas City to promote its new brand tagline through new creative that tested extremely well. Return on investment jumped from \$44 in 2009 to \$62 in 2010. Incremental economic impact jumped from \$58.1 million in 2009 to \$70.3 million in 2010. Incremental trips increased from 91,500 in 2009 to 105,000 in 2010. Reach increased from 53.4% in 2009 to 54.1% in 2010. Market penetration increased from 23.1% in 2009 to 32.4% in 2010. Generated 150,000 incremental room nights from the 110,000 coupon downloads.		
<b>Outcome Effect on Future Marketing</b>	Yes, Significant shift in TRPs from television to online proved very successful. Dropping Tulsa market enable Cooperative Marketing funds to stretch farther to create a fall campaign in FY11. The CVB is now marketing Kansas City with Cooperative Marketing funds from mid-April to late October.		

**Quantifiable Measurements**

(As provided by the participant)

<b>Conversion Rate</b>	<b>38.75%</b>	<b>*Visitor Expenditures</b>	<b>\$70,355,764</b>
<b>*Visits Generated</b>	<b>105,323</b>	<b>*Return on Investment (ROI)</b>	<b>\$59.23</b>

*\*These numbers reflect the portion of the overall reported outcomes that may be attributed to the Cooperative Marketing project.*

Individual Contract Data for Projects Targeting the Leisure Traveler

**DMO Information**

<b>Contract #</b>	<b>10-06-041-44</b>	<b>DMO</b>	<b>Lake of the Ozarks Tri-County Lodging Association</b>
<b>Category</b>	<b>Destination Advertising</b>	<b>Project</b>	<b>Lake of the Ozarks "Extend the Season Advertising Campaign"</b>
<b>Primary Objectives</b>	1. To extend our travel season 2. To extend the length of the customer's visit 3. To increase awareness of the lake as a vacation, group, golf and shopping destination		

**Budget and Expenditures**

<b>State Dollars Awarded</b>	<b>\$261,732.50</b>	<b>State Dollars Reimbursed</b>	<b>\$248,425.83</b>
<b>Revised Award</b>	<b>\$0.00</b>	<b>Local Matching Dollars</b>	<b>\$248,425.96</b>
		<b>Total Project Cost</b>	<b>\$496,851.79</b>

**Marketing Activity Information**

<b>TV Ads Placed</b>	<b>576</b>		
<b>Radio Ads Placed</b>	<b>1,792</b>	<b>Total Circulation/Gross Impressions</b>	<b>665,643,337</b>
<b>Newspaper Ads Placed</b>	<b>11</b>	<b>Inquiries Reported</b>	<b>80,688</b>
<b>Magazine Ads Placed</b>	<b>55</b>	<b>Cost Per Inquiry</b>	<b>\$6.16</b>
<b>Billboards Leased</b>	<b>0</b>		
<b>Brochures Distributed</b>	<b>0</b>	<b>Instate Marketing</b>	<b>20 %</b>
<b>Tradeshows Attended</b>	<b>0</b>	<b>Out-of-State Marketing</b>	<b>80 %</b>
<b>Other Marketing Activity</b>	<b>0</b>		

**Project Outcomes**

<b>Percentage Completed</b>	<b>95%</b>	<b>Did Project Achieve Objectives?</b>
<b>Objectives and Outcomes</b>	Objective 1: met, the DMO was successful in extending our travel season. The DMO achieved higher lodging tax revenues for the off season months of October, December 2009, January, February and April of 2010. Objective 2: not met, the average converted travel party stayed 3.7 nights in FY10 versus 5.1 nights in FY09. Objective 3: met, the DMO's public relations firm achieved in excess of \$2.2 million dollars in advertising equivalency.	

**Impact of Co-op Project** While the DMO's inquiries and revenues finished below FY09, the doubling of our advertising dollars and campaign with the Cooperative Marketing program's matching funds allowed the DMO to out perform our competitive set according to the STR Report. Additionally, the DMO also explored new mediums with this project such as travel related websites. The results of this year's ROI has positively impacted the DMO's FY12 medium selections and allowed the DMO to achieve the greatest potential tax revenues for the State of Missouri and for the three counties represented by the DMO.

**Outcome Effect on Future Marketing** Yes, the results has affected the FY12 advertising plan. The DMO has increased advertising in productive markets and mediums, and eliminated or reduced mediums with poor inquiry results.

**Quantifiable Measurements**

(As provided by the participant)

<b>Conversion Rate</b>	<b>11.33%</b>	<b>*Visitor Expenditures</b>	<b>\$9,885,745</b>
<b>*Visits Generated</b>	<b>9,145</b>	<b>*Return on Investment (ROI)</b>	<b>\$19.90</b>

\*These numbers reflect the portion of the overall reported outcomes that may be attributed to the Cooperative Marketing project.

**Individual Contract Data for Projects Targeting the Leisure Traveler**

**DMO Information**

<b>Contract #</b>	<b>10-07-045-44</b>	<b>DMO</b>	<b>St. Louis CVC</b>
<b>Category</b>	<b>Destination Advertising</b>	<b>Project</b>	<b>FY10 Destination Advertising</b>
<b>Primary Objectives</b>	1. Promote St. Louis as a top leisure travel destination with many quality family, cultural and sports attractions 2. Position St. Louis as a cosmopolitan destination where visitors can experience a world class travel experience 3. Drive potential visitors to the CVC website for St. Louis destination information and hotel reservations		

**Budget and Expenditures**

<b>State Dollars Awarded</b>	<b>\$600,000.00</b>	<b>State Dollars Reimbursed</b>	<b>\$600,000.00</b>
<b>Revised Award</b>	<b>\$0.00</b>	<b>Local Matching Dollars</b>	<b>\$600,000.00</b>
		<b>Total Project Cost</b>	<b>\$1,200,000.00</b>

**Marketing Activity Information**

<b>TV Ads Placed</b>	<b>12,022</b>		
<b>Radio Ads Placed</b>	<b>10,365</b>	<b>Total Circulation/Gross Impressions</b>	<b>98,470,572</b>
<b>Newspaper Ads Placed</b>	<b>0</b>	<b>Inquiries Reported</b>	<b>5,856</b>
<b>Magazine Ads Placed</b>	<b>3</b>	<b>Cost Per Inquiry</b>	<b>\$204.92</b>
<b>Billboards Leased</b>	<b>0</b>		
<b>Brochures Distributed</b>	<b>0</b>	<b>Instate Marketing</b>	<b>15 %</b>
<b>Tradeshows Attended</b>	<b>0</b>	<b>Out-of-State Marketing</b>	<b>85 %</b>
<b>Other Marketing Activity</b>	<b>0</b>		

**Project Outcomes**

<b>Percentage Completed</b>	<b>100%</b>	<b>Did Project Achieve Objectives?</b>
<b>Objectives and Outcomes</b>	Objective 1: Ad campaign received excellent ratings for indicating a variety of attractions/things to do for families and couples. Objective 2: The creative had a positive impact on perceptions of St. Louis such as dining, lots to see and do, and excitement. Objective 3: Leisure ads positively influenced information gathering, particularly visiting the explorestlouis.com website.	
<b>Impact of Co-op Project</b>	This project allowed the CVC to implement a new and unique transit campaign in Chicago. Made it possible for the CVC to maintain its advertising presence in key markets despite decreased media budgets. Enabled the CVC to support member marketing projects such as Drury's Vacation Savings and a cooperative marketing television buy with the St. Louis Zoo. Provided support to the CVC's leisure ad campaign which was able to generate \$48 million in travel revenue. Allowed the CVC to utilize multiple media which greatly increased overall campaign awareness. Contributed to a spot television schedule that generated the highest overall campaign awareness by medium.	
<b>Outcome Effect on Future Marketing</b>	Yes, SMARI's ad effectiveness study on the CVC's leisure ad campaign will be carefully analyzed for creative effectiveness and media efficiency by market. Target market selection for future campaigns will depend heavily on the results of this study	

**Quantifiable Measurements**

(As provided by the participant)

<b>Conversion Rate</b>		<b>*Visitor Expenditures</b>	<b>\$40,836,240</b>
<b>*Visits Generated</b>	<b>47,319</b>	<b>*Return on Investment (ROI)</b>	<b>\$34.03</b>

*\*These numbers reflect the portion of the overall reported outcomes that may be attributed to the Cooperative Marketing project.*

**Individual Contract Data for Projects Targeting the Leisure Traveler**

**DMO Information**

<b>Contract #</b>	<b>10-07-047-44</b>	<b>DMO</b>	<b>City of St. Charles Tourism Department</b>
<b>Category</b>	<b>Destination Advertising</b>	<b>Project</b>	<b>FY10 Destination Advertising</b>
<b>Primary Objectives</b>	1. Increase leisure travel overnight stays by 2% 2. Increase visitor inquiries via telephone by 9% 3. Increase website traffic by 17%		

**Budget and Expenditures**

		<b>State Dollars Reimbursed</b>	\$175,017.99
<b>State Dollars Awarded</b>	\$175,018.00	<b>Local Matching Dollars</b>	\$175,018.01
<b>Revised Award</b>	\$0.00	<b>Total Project Cost</b>	\$350,036.00

**Marketing Activity Information**

<b>TV Ads Placed</b>	347		
<b>Radio Ads Placed</b>	0	<b>Total Circulation/Gross Impressions</b>	161,692,141
<b>Newspaper Ads Placed</b>	2	<b>Inquiries Reported</b>	35,494
<b>Magazine Ads Placed</b>	31	<b>Cost Per Inquiry</b>	\$9.86
<b>Billboards Leased</b>	0		
<b>Brochures Distributed</b>	0	<b>Instate Marketing</b>	20 %
<b>Tradeshows Attended</b>	0	<b>Out-of-State Marketing</b>	80 %
<b>Other Marketing Activity</b>	0		

**Project Outcomes**

<b>Percentage Completed</b>	100%	<b>Did Project Achieve Objectives?</b>
<b>Objectives and Outcomes</b>	Objective 1: met, room bookings were up almost 5%. Objective 2: met, we increase visitor inquiries by just over 9%. Objective 3: met, website traffic was up a whopping 27% over the previous year.	
<b>Impact of Co-op Project</b>	The Cooperative Marketing project enabled us to explore new marketing areas. These new advertising areas will hopefully reach new consumers and bring first time travelers to our area. We were also able to continue our Cardinals Network television campaign. With the help of the cooperative marketing funds, we were able to expand our magazine print campaign. In short, the Cooperative Marketing project allows us to stretch our marketing budget and reach more people with our message.	
<b>Outcome Effect on Future Marketing</b>	Yes, the results reinforces that our typical visitor comes from the Midwest, responds especially well to newspaper vacation guide inserts, spends one to three days and \$100 to \$350 and comes primarily for the ambiance of Main Street. These results will guide our future efforts.	

**Quantifiable Measurements**

(As provided by the participant)

<b>Conversion Rate</b>	72.00%	<b>*Visitor Expenditures</b>	\$18,502,020
<b>*Visits Generated</b>	25,380	<b>*Return on Investment (ROI)</b>	\$52.86

*\*These numbers reflect the portion of the overall reported outcomes that may be attributed to the Cooperative Marketing project.*

**Individual Contract Data for Projects Targeting the Leisure Traveler**

**DMO Information**

<b>Contract #</b>	<b>10-08-042-44</b>	<b>DMO</b>	<b>Springfield CVB</b>
<b>Category</b>	<b>Destination Advertising</b>	<b>Project</b>	<b>Leisure Travel Campaign</b>
<b>Primary Objectives</b>	1. Increase the total number of leisure visitors to Springfield 2. Increase length of stay 3. Increase total amount spent per trip		

**Budget and Expenditures**

<b>State Dollars Awarded</b>	<b>\$520,000.00</b>	<b>State Dollars Reimbursed</b>	<b>\$520,000.00</b>
<b>Revised Award</b>	<b>\$0.00</b>	<b>Local Matching Dollars</b>	<b>\$523,014.50</b>
		<b>Total Project Cost</b>	<b>\$1,043,014.50</b>

**Marketing Activity Information**

<b>TV Ads Placed</b>	<b>2,850</b>		
<b>Radio Ads Placed</b>	<b>2,530</b>	<b>Total Circulation/Gross Impressions</b>	<b>82,225,965</b>
<b>Newspaper Ads Placed</b>	<b>4</b>	<b>Inquiries Reported</b>	<b>72,685</b>
<b>Magazine Ads Placed</b>	<b>43</b>	<b>Cost Per Inquiry</b>	<b>\$14.35</b>
<b>Billboards Leased</b>	<b>0</b>		
<b>Brochures Distributed</b>	<b>0</b>	<b>Instate Marketing</b>	<b>19 %</b>
<b>Tradeshows Attended</b>	<b>0</b>	<b>Out-of-State Marketing</b>	<b>81 %</b>
<b>Other Marketing Activity</b>	<b>0</b>		

**Project Outcomes**

<b>Percentage Completed</b>	<b>100%</b>	<b>Did Project Achieve Objectives?</b>
<b>Objectives and Outcomes</b>	Objective 1: After an 18 month decline in room demand, increases started July through November due in part to the FY10 leisure campaign. Objective 2: Average length of stay decreased slightly from 1.65 in FY09 to 1.53 YTD, due in part to the economic conditions. Objective 3: Visitors gross spending was estimated at \$26 million for FY10, up \$3 million from FY09.	

<b>Impact of Co-op Project</b>	The Cooperative Marketing program allows the bureau to leverage its funds to increase the reach and frequency of advertising and marketing programs. It also provides a great opportunity to advertise extensively outside the state of Missouri to import new dollars into Springfield and the entire state. The Media Exchange program has been an excellent addition for FY10 as it allowed the bureau to take advantage of pre-negotiated rates to ensure fiscal responsibility of taxpayer dollars.
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<b>Outcome Effect on Future Marketing</b>	The Springfield CVB will use information gained in the FY10 conversion study to identify demographic parameters and media mixes for future advertising campaigns.
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**Quantifiable Measurements**

(As provided by the participant)

<b>Conversion Rate</b>	<b>58.77%</b>	<b>*Visitor Expenditures</b>	<b>\$26,100,224</b>
<b>*Visits Generated</b>	<b>42,717</b>	<b>*Return on Investment (ROI)</b>	<b>\$25.02</b>

*\*These numbers reflect the portion of the overall reported outcomes that may be attributed to the Cooperative Marketing project.*

**Individual Contract Data for Projects Targeting the Leisure Traveler**

**DMO Information**

<b>Contract #</b>	<b>10-08-046-44</b>	<b>DMO</b>	<b>Branson/Lakes Area Chamber of Commerce/CVB</b>
<b>Category</b>	<b>Destination Advertising</b>	<b>Project</b>	<b>Spring/Summer Television</b>
<b>Primary Objectives</b>	1. Build national brand awareness, overall visitation 2. Increase younger and first time visitation 3. Increase dollars spent/length of stay		

**Budget and Expenditures**

<b>State Dollars Awarded</b>	<b>\$600,000.00</b>	<b>State Dollars Reimbursed</b>	<b>\$600,000.00</b>
<b>Revised Award</b>	<b>\$0.00</b>	<b>Local Matching Dollars</b>	<b>\$608,355.30</b>
		<b>Total Project Cost</b>	<b>\$1,208,355.30</b>

**Marketing Activity Information**

<b>TV Ads Placed</b>	<b>1,026</b>		
<b>Radio Ads Placed</b>	<b>0</b>	<b>Total Circulation/Gross Impressions</b>	<b>92,779,000</b>
<b>Newspaper Ads Placed</b>	<b>0</b>	<b>Inquiries Reported</b>	<b>129,886</b>
<b>Magazine Ads Placed</b>	<b>0</b>	<b>Cost Per Inquiry</b>	<b>\$9.30</b>
<b>Billboards Leased</b>	<b>0</b>		
<b>Brochures Distributed</b>	<b>0</b>	<b>Instate Marketing</b>	<b>2 %</b>
<b>Tradeshows Attended</b>	<b>0</b>	<b>Out-of-State Marketing</b>	<b>98 %</b>
<b>Other Marketing Activity</b>	<b>0</b>		

**Project Outcomes**

<b>Percentage Completed</b>	<b>100%</b>	<b>Did Project Achieve Objectives?</b>	<b>Significantly</b>
<b>Objectives and Outcomes</b>	Objective 1: Branson continues to have a very high top of the mind awareness as a travel destination. Objective 2: Both visitation and tax revenues are up from FY09. Room demand and revenue are better than most destinations in the current economic climate. While visitation has increased, the visitors we are seeing are slightly less often first timers and family visitation has decreased slightly. Objective 3: Average length of stay has decreased from 4.55 to 4.4 nights and spending per party as decreased from \$954 to 900.		
<b>Impact of Co-op Project</b>	The significant support by the Cooperative Marketing program in driving particularly out of state visitors to the market continues to be of critical importance to the Branson/Lakes Area and the state of Missouri.		
<b>Outcome Effect on Future Marketing</b>	Yes, we have determined that the most effective and manageable use of the cooperative marketing dollars would be associated with the spring/summer portion of our national cable television advertising campaign.		

**Quantifiable Measurements**

(As provided by the participant)

<b>Conversion Rate</b>	<b>25.21%</b>	<b>*Visitor Expenditures</b>	<b>\$64,640,875</b>
<b>*Visits Generated</b>	<b>106,143</b>	<b>*Return on Investment (ROI)</b>	<b>\$53.49</b>

*\*These numbers reflect the portion of the overall reported outcomes that may be attributed to the Cooperative Marketing project.*



**Individual Contract Data for Projects Targeting the Leisure Traveler**

**DMO Information**

<b>Contract #</b>	<b>10-08-048-44</b>	<b>DMO</b>	<b>Chamber of Commerce of Table Rock Lake/Kimberling Cit</b>
<b>Category</b>	<b>Destination Advertising</b>	<b>Project</b>	<b>My Table Rock Lake</b>
<b>Primary Objectives</b>	1. Enhance economic health of Stone County through growth in tourism 2. Produce incremental visits to the Table Rock Lake Area 3. Increase repeat visits among existing visitors		

**Budget and Expenditures**

		<b>State Dollars Reimbursed</b>	\$187,638.03
<b>State Dollars Awarded</b>	\$200,000.00	<b>Local Matching Dollars</b>	\$187,638.04
<b>Revised Award</b>	\$0.00	<b>Total Project Cost</b>	\$375,276.07

**Marketing Activity Information**

<b>TV Ads Placed</b>	1,819		
<b>Radio Ads Placed</b>	0	<b>Total Circulation/Gross Impressions</b>	98,064,338
<b>Newspaper Ads Placed</b>	0	<b>Inquiries Reported</b>	55,807
<b>Magazine Ads Placed</b>	44	<b>Cost Per Inquiry</b>	\$6.72
<b>Billboards Leased</b>	0		
<b>Brochures Distributed</b>	0	<b>Instate Marketing</b>	23 %
<b>Tradeshows Attended</b>	0	<b>Out-of-State Marketing</b>	77 %
<b>Other Marketing Activity</b>	0		

**Project Outcomes**

<b>Percentage Completed</b>	94%	<b>Did Project Achieve Objectives?</b>	
<b>Objectives and Outcomes</b>	Objective 1: This campaign produces \$42.7 million in incremental visitor spending. Objective 2: This campaign produced 38,100 incremental visits to the Branson/Table Rock Lake Area Chamber of Commerce. Objective 3: The repeat visitor percentage grew slightly to 1.4 visits in 2010 therefore achieving our objective.		
<b>Impact of Co-op Project</b>	The market penetration or total visitation increased nearly 5%. Our ad reached 34% of all households in our target area with a cost of \$.44 per household. Our ad reached more people who traveled and those who were aware of the ad spent \$1,122 versus those who traveled and did not see the ad \$744. The creative was well received and served to help support our brand "appealing destination", "family friendly", "variety of outdoor water activities". Our website is truly helpful, more than 1/3 of visitors use the DMO website to plan their trip, a score more than twice that of our competitive destinations. The Cooperative Marketing campaign generated 38,100 incremental trips.		
<b>Outcome Effect on Future Marketing</b>	Yes, we will evaluate for FY11 the dollar allocation in Ft. Smith to improve our ROI even more and to work with BLACC to improve the ROI for MDT. We will evaluate the potential incremental growth opportunity for that market.		

**Quantifiable Measurements**

(As provided by the participant)

<b>Conversion Rate</b>		<b>*Visitor Expenditures</b>	\$17,629,357
<b>*Visits Generated</b>	15,712	<b>*Return on Investment (ROI)</b>	\$46.98

*\*These numbers reflect the portion of the overall reported outcomes that may be attributed to the Cooperative Marketing project.*



**Individual Contract Data for Projects Targeting the Leisure Traveler**

**DMO Information**

<b>Contract #</b>	<b>10-02-039-55</b>	<b>DMO</b>	<b>Kirksville Area Chamber of Commerce</b>
<b>Category</b>	<b>Small Project Marketing-S/F</b>	<b>Project</b>	<b>Iowa Billboard Project</b>
<b>Primary Objectives</b>	1. To increase the number of visitors from Iowa and Illinois to return annually 2. To encourage groups from Iowa and Illinois to return annually 3. To encourage visitors by advertising annual festivals and events		

**Budget and Expenditures**

		<b>State Dollars Reimbursed</b>	<b>\$2,000.00</b>
<b>State Dollars Awarded</b>	<b>\$2,100.00</b>	<b>Local Matching Dollars</b>	<b>\$2,000.00</b>
<b>Revised Award</b>	<b>\$0.00</b>	<b>Total Project Cost</b>	<b>\$4,000.00</b>

**Marketing Activity Information**

<b>TV Ads Placed</b>	<b>0</b>		
<b>Radio Ads Placed</b>	<b>0</b>	<b>Total Circulation/Gross Impressions</b>	<b>13,485</b>
<b>Newspaper Ads Placed</b>	<b>0</b>	<b>Inquiries Reported</b>	<b>175</b>
<b>Magazine Ads Placed</b>	<b>0</b>	<b>Cost Per Inquiry</b>	<b>\$22.86</b>
<b>Billboards Leased</b>	<b>1</b>		
<b>Brochures Distributed</b>	<b>0</b>	<b>Instate Marketing</b>	<b>0 %</b>
<b>Tradeshows Attended</b>	<b>0</b>	<b>Out-of-State Marketing</b>	<b>100 %</b>
<b>Other Marketing Activity</b>	<b>0</b>		

**Project Outcomes**

<b>Percentage Completed</b>	<b>95%</b>	<b>Did Project Achieve Objectives?</b>
<b>Objectives and Outcomes</b>	1. We did have more visitors from our neighboring two states. 2. We have had groups return on an annual or semi-annual basis. 3. We have had larger numbers at our festivals and events.	
<b>Impact of Co-op Project</b>	The Cooperative Marketing funding allowed us to expand out marketing efforts to Iowa and to be able to afford a billboard rental on I-80, which we otherwise could not have afforded. This is a good partnership that brings visitors to Missouri on a local and state wide level.	
<b>Outcome Effect on Future Marketing</b>	In the future Kirksville will pick marketing projects that can be more accurately measured. It has been very difficult to measure the interest due to the billboard. Even though Google analytics show lots of hits and visits to visitkirksville.com from people in Iowa and Illinois, as compared to other contiguous states to Missouri, I can not be sure the interest has been because of the billboard project.	

**Quantifiable Measurements**

(As provided by the participant)

<b>Conversion Rate</b>	<b>*Visitor Expenditures</b>
<b>*Visits Generated</b>	<b>*Return on Investment (ROI)</b>

*\*These numbers reflect the portion of the overall reported outcomes that may be attributed to the Cooperative Marketing project.*

**Individual Contract Data for Projects Targeting the Leisure Traveler**

**DMO Information**

<b>Contract #</b>	<b>10-05-038-55</b>	<b>DMO</b>	<b>Clinton Tourism Association, Inc.</b>
<b>Category</b>	<b>Small Project Marketing-S/F</b>	<b>Project</b>	<b>Clinton - Where the lake meets the trail.</b>
<b>Primary Objectives</b>	1. Increase awareness of the recreational and cultural tourism opportunities available in the Clinton area 2. Increase the number of inquiries for information and subsequent visits to our community		

**Budget and Expenditures**

<b>State Dollars Awarded</b>	<b>\$5,000.00</b>	<b>State Dollars Reimbursed</b>	<b>\$4,965.80</b>
<b>Revised Award</b>	<b>\$0.00</b>	<b>Local Matching Dollars</b>	<b>\$4,965.81</b>
		<b>Total Project Cost</b>	<b>\$9,931.61</b>

**Marketing Activity Information**

<b>TV Ads Placed</b>	<b>0</b>		
<b>Radio Ads Placed</b>	<b>0</b>	<b>Total Circulation/Gross Impressions</b>	<b>3,822,993</b>
<b>Newspaper Ads Placed</b>	<b>1</b>	<b>Inquiries Reported</b>	<b>9,611</b>
<b>Magazine Ads Placed</b>	<b>6</b>	<b>Cost Per Inquiry</b>	<b>\$1.03</b>
<b>Billboards Leased</b>	<b>0</b>		
<b>Brochures Distributed</b>	<b>12,500</b>	<b>Instate Marketing</b>	<b>5 %</b>
<b>Tradeshows Attended</b>	<b>0</b>	<b>Out-of-State Marketing</b>	<b>95 %</b>
<b>Other Marketing Activity</b>	<b>0</b>		

**Project Outcomes**

<b>Percentage Completed</b>	<b>99%</b>	<b>Did Project Achieve Objectives?</b>
<b>Objectives and Outcomes</b>	1. Our ads and brochure were designed to highlight the recreational and cultural tourism opportunities available in Clinton. 2. Our ads and brochure generated significant leads and we saw our best year of hotel tax collections.	
<b>Impact of Co-op Project</b>	The Cooperative Marketing funding allowed us to print more ads and more brochures than we could have on our own. It is these avenues that we are building consistency so readers become familiar with our printed materials and see the value of vacationing in the Clinton area. This has been a very successful project and one we rely upon.	
<b>Outcome Effect on Future Marketing</b>	The outcome measurement results will not affect planning of future marketing projects.	

**Quantifiable Measurements**

(As provided by the participant)

<b>Conversion Rate</b>	<b>*Visitor Expenditures</b>
<b>*Visits Generated</b>	<b>*Return on Investment (ROI)</b>

*\*These numbers reflect the portion of the overall reported outcomes that may be attributed to the Cooperative Marketing project.*

**Individual Contract Data for Projects Targeting the Leisure Traveler**

**DMO Information**

<b>Contract #</b>	<b>10-06-040-55</b>	<b>DMO</b>	<b>City of Hermann Tourism</b>
<b>Category</b>	<b>Small Project Marketing-S/F</b>	<b>Project</b>	<b>It's About Time</b>
<b>Primary Objectives</b>	1. Increase visitors 2. Increase length of stay 3. Promote Hermann as a good value		

**Budget and Expenditures**

		<b>State Dollars Reimbursed</b>	\$5,000.00
<b>State Dollars Awarded</b>	\$5,000.00	<b>Local Matching Dollars</b>	\$5,910.59
<b>Revised Award</b>	\$0.00	<b>Total Project Cost</b>	\$10,910.59

**Marketing Activity Information**

<b>TV Ads Placed</b>	0		
<b>Radio Ads Placed</b>	0	<b>Total Circulation/Gross Impressions</b>	2,700,000
<b>Newspaper Ads Placed</b>	0	<b>Inquiries Reported</b>	1,560
<b>Magazine Ads Placed</b>	6	<b>Cost Per Inquiry</b>	\$6.99
<b>Billboards Leased</b>	0		
<b>Brochures Distributed</b>	0	<b>Instate Marketing</b>	50 %
<b>Tradeshows Attended</b>	0	<b>Out-of-State Marketing</b>	50 %
<b>Other Marketing Activity</b>	0		

**Project Outcomes**

<b>Percentage Completed</b>	100%	<b>Did Project Achieve Objectives?</b>
<b>Objectives and Outcomes</b>	1. Sales tax receipts related to tourism held steady and promotions drew nearly half of the first time visitors. 2. Lodging receipts increased slightly despite the economic downturn. 3. Survey input from partners indicates Hermann is a good value in a tight economy.	
<b>Impact of Co-op Project</b>	The Cooperative Marketing funding has allowed us to advertise in AAA publications and rural Missouri magazine. Both publications reach out to motivate travelers. We have been able to market more aggressively to visitors in Missouri and adjoining states to attract new visitors who are looking for new places to visit in the tight economic times. We are able to stay connected with past visitors. It is our belief that Hermann's visitor base is growing and an improved economy will bring us great results.	
<b>Outcome Effect on Future Marketing</b>	The outcome measurement results will not affect the planning of future marketing projects.	

**Quantifiable Measurements**

(As provided by the participant)

<b>Conversion Rate</b>	<b>*Visitor Expenditures</b>
<b>*Visits Generated</b>	<b>*Return on Investment (ROI)</b>

*\*These numbers reflect the portion of the overall reported outcomes that may be attributed to the Cooperative Marketing project.*

**Individual Contract Data for Projects Targeting the Leisure Traveler**

**DMO Information**

<b>Contract #</b>	<b>10-09-037-55</b>	<b>DMO</b>	<b>Rolla Area Chamber of Commerce &amp; Visitor Center</b>
<b>Category</b>	<b>Small Project Marketing-S/F</b>	<b>Project</b>	<b>Leisure Marketing Project</b>
<b>Primary Objectives</b>	1. Create an awareness of Rolla attributes    2. Highlight Rolla's festivals and events    3. Highlight Rolla/Phelps County's		

**Budget and Expenditures**

		<b>State Dollars Reimbursed</b>	\$1,906.50
<b>State Dollars Awarded</b>	\$2,138.50	<b>Local Matching Dollars</b>	\$1,906.51
<b>Revised Award</b>	\$0.00	<b>Total Project Cost</b>	\$3,813.01

**Marketing Activity Information**

<b>TV Ads Placed</b>	0		
<b>Radio Ads Placed</b>	0	<b>Total Circulation/Gross Impressions</b>	1,285,500
<b>Newspaper Ads Placed</b>	0	<b>Inquiries Reported</b>	5,153
<b>Magazine Ads Placed</b>	3	<b>Cost Per Inquiry</b>	\$0.74
<b>Billboards Leased</b>	0		
<b>Brochures Distributed</b>	0	<b>Instate Marketing</b>	48 %
<b>Tradeshows Attended</b>	0	<b>Out-of-State Marketing</b>	51 %
<b>Other Marketing Activity</b>	1		

**Project Outcomes**

<b>Percentage Completed</b>	89%	<b>Did Project Achieve Objectives?</b>	.
<b>Objectives and Outcomes</b>	1. The Rolla hotels experienced a significant increase in overnight stays. 2. The motel tax showed an increase of 14% in the fall of 2009. 3. Ads in Missouri Life magazine were specific to events in Rolla as it related to the issue's content. 4. Two of the four ads highlighted unique attractions in the Rolla area optimistically creating an interest in Rolla.		
<b>Impact of Co-op Project</b>	We received a significant amount of leads from this project, leads that granted us the opportunity to share more information about the Rolla/Phelps County area and what is has to offer the leisure traveler. The project also drove traffic to our tourism website and/or ebrochure further enhancing our marketing efforts.		
<b>Outcome Effect on Future Marketing</b>	We plan to continue marketing in the Madden Media insert. The success of the outcome is encouraging. The exposure in Missouri Life has also been beneficial, in addition to the ads we have been featured in a few editorials.		

**Quantifiable Measurements**

(As provided by the participant)

<b>Conversion Rate</b>	<b>*Visitor Expenditures</b>
<b>*Visits Generated</b>	<b>*Return on Investment (ROI)</b>

*\*These numbers reflect the portion of the overall reported outcomes that may be attributed to the Cooperative Marketing project.*

**Individual Contract Data for Projects Targeting the Leisure Traveler**

**DMO Information**

<b>Contract #</b>	<b>10-02-051-56</b>	<b>DMO</b>	<b>Kirksville Area Chamber of Commerce</b>
<b>Category</b>	<b>Small Project Marketing-W/S</b>	<b>Project</b>	<b>AAA Living Ad</b>
<b>Primary Objectives</b>	1. To increase the number of visitors from our neighboring two states of Iowa and Illinois 2. To encourage visitors to attend annual festivals 3. To encourage groups from Iowa and Illinois to return annually		

**Budget and Expenditures**

		<b>State Dollars Reimbursed</b>	<b>\$2,324.85</b>
<b>State Dollars Awarded</b>	<b>\$2,813.50</b>	<b>Local Matching Dollars</b>	<b>\$2,324.86</b>
<b>Revised Award</b>	<b>\$0.00</b>	<b>Total Project Cost</b>	<b>\$4,649.71</b>

**Marketing Activity Information**

<b>TV Ads Placed</b>	<b>0</b>		
<b>Radio Ads Placed</b>	<b>0</b>	<b>Total Circulation/Gross Impressions</b>	<b>2,354,534</b>
<b>Newspaper Ads Placed</b>	<b>0</b>	<b>Inquiries Reported</b>	<b>2,069</b>
<b>Magazine Ads Placed</b>	<b>3</b>	<b>Cost Per Inquiry</b>	<b>\$2.25</b>
<b>Billboards Leased</b>	<b>0</b>		
<b>Brochures Distributed</b>	<b>0</b>	<b>Instate Marketing</b>	<b>25 %</b>
<b>Tradeshows Attended</b>	<b>0</b>	<b>Out-of-State Marketing</b>	<b>75 %</b>
<b>Other Marketing Activity</b>	<b>0</b>		

**Project Outcomes**

<b>Percentage Completed</b>	<b>83%</b>	<b>Did Project Achieve Objectives?</b>
<b>Objectives and Outcomes</b>	Objective 1: Our lodging tax income has increased over the last year. Objective 2: We had more visitors than ever at our Red, White and Blue Festival over July 4th weekend. Objective 3: We have had a bus group from Fairfield, Iowa that returned for the second year and is planning another return trip.	
<b>Impact of Co-op Project</b>	This project allowed our small DMO to reach more prospective visitors. We were able to purchase ads with AAA Living and Midwest Traveler, which have a very broad circulation in the geographic area we were targeting. Also, their readership are people who like to travel by car to regional destinations. It is always helpful for a small DMO staffed by one person to have the help and advice of the staff members at the Division of Tourism. It is indeed a cooperative marketing partnership.	
<b>Outcome Effect on Future Marketing</b>	Yes, we will continue to advertise in AAA magazines because we specifically may target Nebraska, because of the 4.5% inquiries came from Nebraska.	

**Quantifiable Measurements**

(As provided by the participant)

<b>Conversion Rate</b>	<b>*Visitor Expenditures</b>
<b>*Visits Generated</b>	<b>*Return on Investment (ROI)</b>

*\*These numbers reflect the portion of the overall reported outcomes that may be attributed to the Cooperative Marketing project.*

**Individual Contract Data for Projects Targeting the Leisure Traveler**

**DMO Information**

<b>Contract #</b>	<b>10-06-053-56</b>	<b>DMO</b>	<b>City of Hermann Tourism</b>
<b>Category</b>	<b>Small Project Marketing-W/S</b>	<b>Project</b>	<b>Its About Time II</b>
<b>Primary Objectives</b>	1. Increase visitors 2. Increase length of stay 3. Promote Hermann as good value for time spent		

**Budget and Expenditures**

<b>State Dollars Awarded</b>	<b>\$5,000.00</b>	<b>State Dollars Reimbursed</b>	<b>\$4,920.22</b>
<b>Revised Award</b>	<b>\$0.00</b>	<b>Local Matching Dollars</b>	<b>\$4,920.22</b>
		<b>Total Project Cost</b>	<b>\$9,840.44</b>

**Marketing Activity Information**

<b>TV Ads Placed</b>	<b>0</b>		
<b>Radio Ads Placed</b>	<b>0</b>	<b>Total Circulation/Gross Impressions</b>	<b>1,795,000</b>
<b>Newspaper Ads Placed</b>	<b>0</b>	<b>Inquiries Reported</b>	<b>1,410</b>
<b>Magazine Ads Placed</b>	<b>7</b>	<b>Cost Per Inquiry</b>	<b>\$6.98</b>
<b>Billboards Leased</b>	<b>0</b>		
<b>Brochures Distributed</b>	<b>0</b>	<b>Instate Marketing</b>	<b>16 %</b>
<b>Tradeshows Attended</b>	<b>0</b>	<b>Out-of-State Marketing</b>	<b>84 %</b>
<b>Other Marketing Activity</b>	<b>0</b>		

**Project Outcomes**

<b>Percentage Completed</b>	<b>98%</b>	<b>Did Project Achieve Objectives?</b>
<b>Objectives and Outcomes</b>	Objective 1: Our Welcome Center traffic is up significantly so far in 2010 and our e-mail inquiries have also increased. Objective 2: The economy is impacting length of stay, but our lodging tax showed an 8% increase in the last fiscal year. Objective 3: Lodging is up and visitors are responding to promotions.	
<b>Impact of Co-op Project</b>	The Cooperative Marketing funding enabled us to market to motivated travelers in states adjacent to Missouri, which is provided by readers of AAA. We could never reach out to these markets without the Cooperative Marketing Program funding. The presence in AAA magazines has increased our inquiries by e-mail and telephone, as well as drop ins. We are able to associate Hermann with AAA through these ads, which is always positive.	
<b>Outcome Effect on Future Marketing</b>	Yes, AAA publications do not generate a large number of leads, but that is not our objective. Vacation planners generate far more leads. But the AAA leads, both those from reader service and those from calls, e-mails and web visits are quality.	

**Quantifiable Measurements**

(As provided by the participant)

<b>Conversion Rate</b>	<b>*Visitor Expenditures</b>
<b>*Visits Generated</b>	<b>*Return on Investment (ROI)</b>

*\*These numbers reflect the portion of the overall reported outcomes that may be attributed to the Cooperative Marketing project.*

**Individual Contract Data for Projects Targeting the Leisure Traveler**

**DMO Information**

<b>Contract #</b>	<b>10-09-052-56</b>	<b>DMO</b>	<b>Rolla Area Chamber of Commerce &amp; Visitor Center</b>
<b>Category</b>	<b>Small Project Marketing-W/S</b>	<b>Project</b>	<b>Leisure Marketing Project</b>
<b>Primary Objectives</b>	1. Create an awareness that the Rolla area has much to offer the leisure traveler 2. Increase the number of inquiries, specifically visits and usage of Rolla's newly redesigned website		

**Budget and Expenditures**

		<b>State Dollars Reimbursed</b>	\$2,727.50
<b>State Dollars Awarded</b>	\$2,727.50	<b>Local Matching Dollars</b>	\$2,727.50
<b>Revised Award</b>	\$0.00	<b>Total Project Cost</b>	\$5,455.00

**Marketing Activity Information**

<b>TV Ads Placed</b>	0		
<b>Radio Ads Placed</b>	0	<b>Total Circulation/Gross Impressions</b>	1,229,026
<b>Newspaper Ads Placed</b>	0	<b>Inquiries Reported</b>	8,321
<b>Magazine Ads Placed</b>	0	<b>Cost Per Inquiry</b>	\$0.66
<b>Billboards Leased</b>	0		
<b>Brochures Distributed</b>	0	<b>Instate Marketing</b>	13 %
<b>Tradeshows Attended</b>	0	<b>Out-of-State Marketing</b>	87 %
<b>Other Marketing Activity</b>	1		

**Project Outcomes**

<b>Percentage Completed</b>	100%	<b>Did Project Achieve Objectives?</b>
<b>Objectives and Outcomes</b>	Objective 1: This campaign resulted in a significant amount of requests thus proving travelers were interested in Rolla. Objective 2: According to Google analytics, VisitRolla.com experienced an increase in traffic during this four month campaign.	
<b>Impact of Co-op Project</b>	The Cooperative Marketing project increased the number of inquiries for Rolla information and has by far yielded the most leads of any marketing project that Rolla Area Chamber of Commerce has completed. The marketing project also drove traffic to Rolla Area Chamber of Commerce's tourism website.	
<b>Outcome Effect on Future Marketing</b>	Yes, the outcome measurement results of this project is of positive value as Rolla Area Chamber of Commerce will continue to utilize the publication in its future marketing efforts.	

**Quantifiable Measurements**

(As provided by the participant)

<b>Conversion Rate</b>	<b>*Visitor Expenditures</b>
<b>*Visits Generated</b>	<b>*Return on Investment (ROI)</b>

*\*These numbers reflect the portion of the overall reported outcomes that may be attributed to the Cooperative Marketing project.*

**Individual Contract Data for Projects Targeting the Media**

**DMO Information**

<b>Contract #</b>	<b>10-06-030-88</b>	<b>DMO</b>	<b>City of Lebanon</b>
<b>Project</b>	Public Relations	Lebanon Public Relations Campaign FY2010	
<b>Primary Objectives</b>	1. Increase number of visitors 2. Increase length of stay 3. Increase travel revenue		

**Budget and Expenditures**

<b>State Dollars Awarded</b>	\$16,192.50	<b>State Dollars Reimbursed</b>	\$16,190.42
<b>Revisions</b>	\$0.00	<b>Local Matching Dollars</b>	\$16,190.43
		<b>Total Project Cost</b>	\$32,380.85

**Marketing Activity Information**

<b>Media Releases Distributed</b>	4	<b>Sales Mission Completed</b>	6
<b>Press Tours Hosted, Group</b>	1	<b>Media Queries Initiated</b>	0
<b>Press Tours Hosted, Individual</b>	4	<b>Photos and Videos Distributed</b>	2
<b>Media Marketplaces Attended</b>	0	<b>Press Kits Distributed</b>	75
<b>Instate Marketing</b>	30 %		
<b>Out of State Marketing</b>	70 %		

**Project Outcomes**

**Percentage Completed** 100%

**Did Project Achieve Objectives?** Significantly

**Objectives and Outcomes** Surveys at travel shows, at major local festivals and at our lodging properties indicated that visitor attendance increased and travelers were staying longer and our lodging tax receipts increased over last year. Our public relations activities targeted outdoor media, midwest travel writers, editorial exposure in regional publications and media outlets approved by the Missouri Division of Tourism. Through sales missions, press tours and media visits we were successful in raising awareness and getting media exposure that led to more visitors and more travel revenue.

**Impact of Co-op Project** The Cooperative Marketing funds allowed us to implement an integrated marketing program that includes advertising and public relations. Press tours coordinated by our professional PR agency continue to be one of the best investments that we can make. As a result of press tours and sales missions, we had three features in Rural Missouri, a feature in Show Me Missouri Magazine, several article/features in Prime Circuit Magazine, Missouri Outdoor Guide, Kansas City Star and more. Our public relations efforts raise awareness of Lebanon as an outdoor destination and family getaway spot through channels that are affordable and effective.

<b>Total Stories Attributable to the Project</b>	141	<b>Total Ad Equivalency</b>	\$186,578
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**Individual Contract Data for Projects Targeting the Media**

**DMO Information**

<b>Contract #</b>	<b>10-06-032-88</b>	<b>DMO</b>	<b>Lake of the Ozarks Tri-County Lodging Association</b>
<b>Project</b>	Public Relations		Lake of the Ozarks Public Relations FY10
<b>Primary Objectives</b>	1. Extend travel season and length of customer's visit 2. Increase total travel spending and overnight stays by travelers 3. Increase awareness of Lake as a vacation, golf, group and shopping destination		

**Budget and Expenditures**

<b>State Dollars Awarded</b>	\$60,000.00	<b>State Dollars Reimbursed</b>	\$60,000.00
<b>Revisions</b>	\$0.00	<b>Local Matching Dollars</b>	\$60,000.00
		<b>Total Project Cost</b>	\$120,000.00

**Marketing Activity Information**

<b>Media Releases Distributed</b>	27	<b>Sales Mission Completed</b>	12
<b>Press Tours Hosted, Group</b>	1	<b>Media Queries Initiated</b>	14
<b>Press Tours Hosted, Individual</b>	5	<b>Photos and Videos Distributed</b>	9
<b>Media Marketplaces Attended</b>	5	<b>Press Kits Distributed</b>	296
<b>Instate Marketing</b>	20 %		
<b>Out of State Marketing</b>	80 %		

**Project Outcomes**

**Percentage Completed** 100%

**Did Project Achieve Objectives?** Somewhat

**Objectives and Outcomes** Media exposure was up almost 10% over last year. There was an increased awareness of the Lake as a travel destination through editorial coverage (national TV, cable, national magazines, regional magazines and major daily papers, plus online exposure.) However, people were reluctant to spend money on travel because of the economy. Therefore, would be visitors to the Lake took fewer trips, they stayed fewer nights, traveled closer to home and spent less money.

**Impact of Co-op Project** Our public relations efforts produced more that 2.2 million dollars in ad equivalency. Our editorial coverage provided credibility to the Lake's promotional and advertising messages. Because of the \$60,000 in Cooperative Marketing funds that we received, we were able to implement a comprehensive PR campaign for Morgan, Miller and Camden counties. Our PR campaign continues to be one of our best investments, a 20 to 1 ROI.

<b>Total Stories Attributable to the Project</b>	497	<b>Total Ad Equivalency</b>	\$2,018,612
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**Individual Contract Data for Projects Targeting the Event Planner - Convention Marketing**

**DMO Information**

<b>Contract #</b>	<b>10-04-010-33</b>	<b>DMO</b>	<b>City of Independence - Tourism Department</b>
<b>Category</b>	Convention Marketing	<b>Project Name</b>	<b>Small Convention Meetings &amp; Marketing Project</b>
<b>Primary Objectives</b>	1. Retain the number of meetings and overnights booked 2. Maintain the hotel overnights, food and meeting room expenditures as last year 3. Maintain the same amount of hotel tax revenue as last year for all markets		

**Budget and Expenditures**

<b>State Dollars Awarded</b>	\$21,825.50	<b>Local Matching Dollars</b>	\$21,326.75
<b>Total Reimbursement</b>	\$21,326.75	<b>Total Expenditures</b>	\$67,653.50

**Marketing Activity Information**

<b>Magazine Ads Placed</b>	15	<b>Tradeshows Attended</b>	2
<b>Printed Materials Distributed</b>	0	<b>Other Marketing Activity</b>	2

**Project Outcomes**

<b>% Completed</b>	98%		
<b>Objectives and Outcomes</b>	Objective 1: Hotel meetings decreased 3% but room nights increased 11%, objective was met. Objective 2: Hotel convention related expenditures decreased 25%, not meeting objective. Objective 3: Hotel tax for 2009/2010 increased 4% over 2008/2009, exceeding set objective.		
<b>*Bookings</b>	615		
<b>*Room Nights Generated</b>	8,468	<b>*Economic Impact</b>	\$1,218,909
<b>*Avg. Room Nights Per Booking</b>	13	<b>*ROI for Every Dollar Spent</b>	\$28.58
<b>Method of Calculation</b>	Room nights and food, room, a/v rental reported directly from the six largest hotels for conventions and small meeting expenditures.		
<b>Effect on Future Marketing</b>	We will confer with our hotel partners and marketing agency to determine which products work the best for future applications. We continue to look for ways to improve the reporting of economic impact in this area.		

*\*These numbers reflect the portion of the overall outcomes that may be attributed to the Cooperative Marketing Project.*

**Individual Contract Data for Projects Targeting the Event Planner - Convention Marketing**

**DMO Information**

<b>Contract #</b>	<b>10-04-020-33</b>	<b>DMO</b>	<b>CVB of Greater Kansas City</b>
<b>Category</b>	Convention Marketing	<b>Project Name</b>	<b>Convention Marketing</b>
<b>Primary Objectives</b>	1. Generate tentative leads that garner 1.32 million room nights 2. Communicate a distinct image of Kansas City focusing on downtown product enhancements 3. Increase direct spending per delegate by increasing citywide and one hotel meetings		

**Budget and Expenditures**

<b>State Dollars Awarded</b>	\$60,000.00	<b>Local Matching Dollars</b>	\$39,079.50
<b>Total Reimbursement</b>	\$39,079.50	<b>Total Expenditures</b>	\$1,503,050.00

**Marketing Activity Information**

<b>Magazine Ads Placed</b>	9	<b>Tradeshows Attended</b>	0
<b>Printed Materials Distributed</b>	0	<b>Other Marketing Activity</b>	0

**Project Outcomes**

**% Completed** 100%

**Objectives and Outcomes** Objective 1: Convention sales generated 1.23 million tentative room nights and 315,000 definite room nights. Objective 2: Kansas City transitioned from half page spreads to full page ads showing new product enhancements. Objective 3: Meetings held dropped off in later 2009 and first half of 2010, but ended very strong in the summer.

**\*Bookings** 12

**\*Room Nights Generated** 16,380

**\*Economic Impact** \$12,449,089

**\*Avg. Room Nights Per Booking** 1,365

**\*ROI for Every Dollar Spent** \$159.29

**Method of Calculation**

1. Conventions w/o exhibits or fewer than 50 booths, Attendance x \$1069 = EI
2. Conventions w/ exhibits and over 50 booths, (Attendance x \$1069) + (#booths x \$7005) = EI
3. Excess attendance w/o exhibits or fewer than 50 booths, Peak rooms x 2 = Base attendance (attd)  
Attendance - Base Attd = Adj Attd; Adj Attd x .25 = In-Town Attd  
Base Attd + In-Town Attd = Total Attd; Total Attd x \$1069 = EI
4. Excess attendance w/ exhibits and over 50 booths, Peak rooms x 2 = Base Attd  
Attendance - Base Attd = Adj Attd; Adj Attd x .25 = In-Town Attd  
Base + In-Town Attd = Total Attd; (Total Attd x \$1069) + (#booths x \$7005) = EI

**Effect on Future Marketing** This media plan laid the groundwork for the FY11 Convention Marketing media plan, which secured a significant increase in publications from 6 to 14 in FY11. Impressions skyrocketed from 500,000 to 1.5 million.

*\*These numbers reflect the portion of the overall outcomes that may be attributed to the Cooperative Marketing Project.*

**Individual Contract Data for Projects Targeting the Event Planner - Convention Marketing**

**DMO Information**

<b>Contract #</b>	<b>10-06-004-33</b>	<b>DMO</b>	<b>Pulaski County Visitors Bureau</b>
<b>Category</b>	Convention Marketing	<b>Project Name</b>	<b>PC 2010 Convention</b>
<b>Primary Objectives</b>	1. Increase reunion bookings by 30% 2. Increase awareness of military history 3. Increase leisure travel		

**Budget and Expenditures**

<b>State Dollars Awarded</b>	\$8,540.00	<b>Local Matching Dollars</b>	\$2,916.50
<b>Total Reimbursement</b>	\$2,916.50	<b>Total Expenditures</b>	\$14,447.23

**Marketing Activity Information**

<b>Magazine Ads Placed</b>	4	<b>Tradeshows Attended</b>	0
<b>Printed Materials Distributed</b>	0	<b>Other Marketing Activity</b>	0

**Project Outcomes**

**% Completed** 34%

**Objectives and Outcomes** Objective 1: Bookings increased from 7 in 2009 to 11 in 2010. Objective 2: Increase attendance of tradeshows; Branson Vet week web banners, becoming member of military specific associations and direct mailers to VFW and American Legions.

**\*Bookings** 5

**\*Room Nights Generated** 9,250

**\*Economic Impact** \$67,376

**\*Avg. Room Nights Per Booking** 1,850

**\*ROI for Every Dollar Spent** \$11.55

**Method of Calculation** Exact numbers from bids obtained from lodging, catering, dining, tours, meeting space and for meals not catered, \$10 for lunch and \$15 for dinner. Most hotels offer breakfast so this is not projected unless we organized.

**Effect on Future Marketing** We will continue our efforts with the Reunion magazine, Reunion Workbook, tradeshows and direct mailers.

*\*These numbers reflect the portion of the overall outcomes that may be attributed to the Cooperative Marketing Project.*

**Individual Contract Data for Projects Targeting the Event Planner - Convention Marketing**

**DMO Information**

<b>Contract #</b>	<b>10-07-013-33</b>	<b>DMO</b>	<b>St. Louis CVC</b>
<b>Category</b>	Convention Marketing	<b>Project Name</b>	<b>FY10 Meetings &amp; Convention Trade Advertising</b>
<b>Primary Objectives</b>	1. Continue to build interest in St. Louis as a meeting/convention destination 2. Increase hotel room nights booked and direct spending at visitor industry businesses 3. Increase the number of meetings booked and raise attendance at these events		

**Budget and Expenditures**

<b>State Dollars Awarded</b>	\$60,000.00	<b>Local Matching Dollars</b>	\$61,460.35
<b>Total Reimbursement</b>	\$60,000.00	<b>Total Expenditures</b>	\$346,334.35

**Marketing Activity Information**

<b>Magazine Ads Placed</b>	19	<b>Tradeshows Attended</b>	0
<b>Printed Materials Distributed</b>	0	<b>Other Marketing Activity</b>	0

**Project Outcomes**

<b>% Completed</b>	100%		
<b>Objectives and Outcomes</b>	Objective 1: A successful ad campaign contributed to an increase in both meetings and attendance. Objective 2: Hotel room nights rose from 380,959 in FY09 to 521,609 in FY10. Objective 3: Attendance levels increased from 294,415 in FY09 to 547,613 in FY10.		
<b>*Bookings</b>	160	<b>*Economic Impact</b>	\$160,746,247
<b>*Room Nights Generated</b>	180,738	<b>*ROI for Every Dollar Spent</b>	\$1,323.45
<b>*Avg. Room Nights Per Booking</b>	1,129		
<b>Method of Calculation</b>	Out of town meeting attendance is multiplied by \$1036 (DMAI's est. average delegate spending) and in town meeting attendance is multiplied by \$100 (locally estimated average spending).		
<b>Effect on Future Marketing</b>	The St. Louis CVC will evaluate individual trade publications for cost efficient and effective reach of the target audience and will continue to utilize its successful ad campaign to promote St. Louis' strong meetings package.		

*\*These numbers reflect the portion of the overall outcomes that may be attributed to the Cooperative Marketing Project.*

**Individual Contract Data for Projects Targeting the Event Planner - Convention Marketing**

**DMO Information**

<b>Contract #</b>	<b>10-07-021-33</b>	<b>DMO</b>	<b>City of St. Charles Tourism Department</b>
<b>Category</b>	Convention Marketing	<b>Project Name</b>	<b>Greater St. Charles Convention Marketing</b>
<b>Primary Objectives</b>	1. Achieve room revenue goal of \$2,590,000, 2. Increase convention guest room bookings 18% over 2009. 3. Increase contacts made at trade shows by 10%.		

**Budget and Expenditures**

<b>State Dollars Awarded</b>	\$34,548.75	<b>Local Matching Dollars</b>	\$32,872.75
<b>Total Reimbursement</b>	\$32,872.75	<b>Total Expenditures</b>	\$129,135.98

**Marketing Activity Information**

<b>Magazine Ads Placed</b>	11	<b>Tradeshows Attended</b>	10
<b>Printed Materials Distributed</b>	0	<b>Other Marketing Activity</b>	0

**Project Outcomes**

<b>% Completed</b>	95%		
<b>Objectives and Outcomes</b>	Objective 1: No, room revenue came up short because ADR is still below goal. Objective 2: Yes, substantial increase in guest rooms booked indicates significant success over 2009. Objective 3: Yes, slight increase above goal for contacts at trade shows again show measured success.		
<b>*Bookings</b>	253		
<b>*Room Nights Generated</b>	11,189	<b>*Economic Impact</b>	\$5,322,271
<b>*Avg. Room Nights Per Booking</b>	44	<b>*ROI for Every Dollar Spent</b>	\$80.95
<b>Method of Calculation</b>	21,978 rooms booked. Based on 1.5 persons room occupancy, room rate of \$109.25 per night, food, transportation, shopping and miscellaneous of \$244.28 per person per day equals rooms of \$2,401,096.50 and food, etc of \$8,053,178.76.		
<b>Effect on Future Marketing</b>	Without the Cooperative Marketing funds we couldn't have participated in many of the necessary events to promote St. Charles, our convention center and all that St. Charles has to offer. With the increased pressure on the City's budget demands, the CVB has to determine more means to leverage local funding. The Cooperative Marketing Program for this project enabled us to secure business in these categories in a cost efficient and effective manner.		

*\*These numbers reflect the portion of the overall outcomes that may be attributed to the Cooperative Marketing Project.*

**Individual Contract Data for Projects Targeting the Event Planner - Convention Marketing**

**DMO Information**

<b>Contract #</b>	<b>10-08-007-33</b>	<b>DMO</b>	<b>Springfield CVB</b>
<b>Category</b>	Convention Marketing	<b>Project Name</b>	<b>Convention Marketing Project</b>
<b>Primary Objectives</b>	1. Book 15,000 room nights from the Convention Cooperative Marketing project 2. Book 11,000 room nights from the Regional and National Association Market 3. Book 35,000 room nights from other market segments		

**Budget and Expenditures**

<b>State Dollars Awarded</b>	\$47,424.50	<b>Local Matching Dollars</b>	\$47,873.50
<b>Total Reimbursement</b>	\$44,873.50	<b>Total Expenditures</b>	\$314,065.50

**Marketing Activity Information**

<b>Magazine Ads Placed</b>	21	<b>Tradeshows Attended</b>	10
<b>Printed Materials Distributed</b>	0	<b>Other Marketing Activity</b>	0

**Project Outcomes**

<b>% Completed</b>	95%		
<b>Objectives and Outcomes</b>	Objective 1: met, 16,851 room nights were booked. Objective 2: met, 11,700 room nights were booked. Objective 3: met, 35,200 room nights were booked.		
<b>*Bookings</b>	18		
<b>*Room Nights Generated</b>	4,816	<b>*Economic Impact</b>	\$1,950,499
<b>*Avg. Room Nights Per Booking</b>	267	<b>*ROI for Every Dollar Spent</b>	\$21.73
<b>Method of Calculation</b>	Attendee expenditures is based on the number of attendees x number of days x \$150 per day. Attendees x 3 days x \$150 = Economic Impact		
<b>Effect on Future Marketing</b>	We measure the success of each component of this project to determine which components that we want to continue. We will evaluate each component as we continue to receive results.		

*\*These numbers reflect the portion of the overall outcomes that may be attributed to the Cooperative Marketing Project.*

**Individual Contract Data for Projects Targeting the Event Planner - Convention Marketing**

**DMO Information**

<b>Contract #</b>	<b>10-08-024-33</b>	<b>DMO</b>	<b>Branson/Lakes Area Chamber of Commerce/CVB</b>
<b>Category</b>	Convention Marketing	<b>Project Name</b>	Convention Print Media
<b>Primary Objectives</b>	1. Maintain a solid database of prospective group business opportunities 2. Generate leads of new/incremental meetings while retaining existing business 3. Ensure inclusion of Branson in more RFP/bid processes		

**Budget and Expenditures**

<b>State Dollars Awarded</b>	\$60,000.00	<b>Local Matching Dollars</b>	\$66,565.00
<b>Total Reimbursement</b>	\$60,000.00	<b>Total Expenditures</b>	\$318,565.00

**Marketing Activity Information**

<b>Magazine Ads Placed</b>	14	<b>Tradeshows Attended</b>	0
<b>Printed Materials Distributed</b>	0	<b>Other Marketing Activity</b>	0

**Project Outcomes**

**% Completed** 100%

**Objectives and Outcomes** Objective 1: Client database now contains 5000 plus qualified prospects. Objective 2: RFI's up slightly, RFP's down slightly, but bookings are up 17%, Objective 3: Conversion rate of 40.5% (RFP's to definite bookings).

**\*Bookings** 131

**\*Room Nights Generated** 34,570

**\*Economic Impact** \$9,001,397

**\*Avg. Room Nights Per Booking** 263

**\*ROI for Every Dollar Spent** \$71.12

**Method of Calculation** 55,096 RFI's + 36,675 RFP's = 91,771 total room nights generated.  
Average guest room rate \$104.63 x 91,771 room nights = \$9,602,000 room revenue  
Average occupancy per room night is 1.75 persons x 91,771 = 160,660 guest nights  
Average food and beverage spending per guest nights \$67 x 160,660 = \$10,760,200  
Average entertainment spending per guest nights \$22 x 160,660 = \$3,533,200  
Total revenue generated by meetings and convention groups is \$23,895,400. Based upon a total expenditure of \$312,405 ROI is estimated at 76 to 1.

**Effect on Future Marketing** We are encouraged by the response from corporate meetings markets and will continue to pursue those.

*\*These numbers reflect the portion of the overall outcomes that may be attributed to the Cooperative Marketing Project.*



**Individual Contract Data for Projects Targeting the Event Planner - Amateur Sports Marketing**

**DMO Information**

<b>Contract #</b>	<b>10-01-017-34</b>	<b>DMO</b>	<b>Buchanan Co. Tourism Board d/b/a St. Joseph CVB</b>
<b>Category</b>	Amateur Sports Marketing	<b>Project Name</b>	<b>Sports Marketing for Buchanan County</b>
<b>Primary Objectives</b>	1. Implement marketing programs designed to maximize the economic impact of visitor dollars to Buchanan County Tourism 2. Increase total occupied hotel rooms in Buchanan County through sporting event bookings 3. Present St. Joseph as a first class sports destination		

**Budget and Expenditures**

<b>State Dollars Awarded</b>	\$12,837.50	<b>Local Matching Dollars</b>	\$12,323.57
<b>Total Reimbursement</b>	\$12,232.57	<b>Total Expenditures</b>	\$43,465.14

**Marketing Activity Information**

<b>Magazine Ads Placed</b>	7	<b>Tradeshows Attended</b>	1
<b>Printed Materials Distributed</b>	0	<b>Other Marketing Activity</b>	0

**Project Outcomes**

**% Completed** 95%

**Objectives and Outcomes** Objective 1: Yes, we attracted 2 brand new amateur athletic events to the area in FY10 and retained 3 others. Objective 2: Yes, room nights increased by 2,413 from sports bookings in FY10. Objective 3: Yes, we were able to present St. Joseph as a first class destination at our tradeshows.

**\*Bookings** 28

**\*Room Nights Generated** 9,153

**\*Economic Impact** \$2,030,943

**\*Avg. Room Nights Per Booking** 326

**\*ROI for Every Dollar Spent** \$83.01

**Method of Calculation** Economic impact figures are based on research per attendee (room nights x dollars spent). \$145 for single occupancy and \$290 for double occupancy.

**Effect on Future Marketing** All components will be evaluated by the number of responses, number of leads and number of events booked as a result of this campaign. Those not yielding acceptable results will be considered for elimination.

*\*These numbers reflect the portion of the overall outcomes that may be attributed to the Cooperative Marketing Project.*

**Individual Contract Data for Projects Targeting the Event Planner - Amateur Sports Marketing**

**DMO Information**

<b>Contract #</b>	<b>10-04-011-34</b>	<b>DMO</b>	<b>City of Independence - Tourism Department</b>
<b>Category</b>	Amateur Sports Marketing	<b>Project Name</b>	<b>Independence Sports Marketing Project</b>
<b>Primary Objectives</b>	1. Retain the number of sports groups and overnights booked in the sports market 2. Maintain the economic impact of these markets 3. Assist tourism partners in booking one new event this fiscal year		

**Budget and Expenditures**

<b>State Dollars Awarded</b>	\$6,102.50	<b>Local Matching Dollars</b>	\$6,025.90
<b>Total Reimbursement</b>	\$6,025.89	<b>Total Expenditures</b>	\$24,051.79

**Marketing Activity Information**

<b>Magazine Ads Placed</b>	4	<b>Tradeshows Attended</b>	1
<b>Printed Materials Distributed</b>	0	<b>Other Marketing Activity</b>	1

**Project Outcomes**

**% Completed** 99%

**Objectives and Outcomes** Objective 1: Room nights increased by 21%, yet actual sports groups reported by hotels decreased 21%. Objective 2: Hotel income reported for overnights, food and room rental expenditures increased 42%. Objective 3: USSSA Fast Pitch booked at City's Sports Complex and Jam Stars Cheerleading booked at Event Center.

**\*Bookings** 102

**\*Room Nights Generated** 2,857

**\*Economic Impact** \$320,519

**\*Avg. Room Nights Per Booking** 28

**\*ROI for Every Dollar Spent** \$26.60

**Method of Calculation** Hotel overnights plus income from rental reported from Athletic Complex. Events Center figures not available yet as they changed management companies.

**Effect on Future Marketing** We are now seeing the success of our efforts in developing the sports markets. New events are being booked at our two major venues. With the help of NASC we are moving towards a universal economic impact reporting system. Our hotels have been significant partners in providing information and being involved in face to face contact with event holders.

*\*These numbers reflect the portion of the overall outcomes that may be attributed to the Cooperative Marketing Project.*

**Individual Contract Data for Projects Targeting the Event Planner - Amateur Sports Marketing**

**DMO Information**

<b>Contract #</b>	<b>10-04-035-34</b>	<b>DMO</b>	<b>Platte County Visitors Bureau</b>
<b>Category</b>	Amateur Sports Marketing	<b>Project Name</b>	<b>Platte County Amateur Sports Marketing FY2010</b>
<b>Primary Objectives</b>	1. Increase Platte County hotel occupancy by 2% 2. Increase weekend hotel occupancy rate by 3% 3. Increase ADR by 1%		

**Budget and Expenditures**

<b>State Dollars Awarded</b>	\$9,050.00	<b>Local Matching Dollars</b>	\$5,845.13
<b>Total Reimbursement</b>	\$5,650.00	<b>Total Expenditures</b>	\$21,495.13

**Marketing Activity Information**

<b>Magazine Ads Placed</b>	3	<b>Tradeshows Attended</b>	1
<b>Printed Materials Distributed</b>	0	<b>Other Marketing Activity</b>	0

**Project Outcomes**

**% Completed** 100%

**Objectives and Outcomes** Objective 1: Was not, Platte County hotel occupancy rates increased by 1% according to the monthly STR reports. Objective 2: Was not, Platte County weekend hotel occupancy rates peaked at 2% increase, average + 1-2%. Objective 3: Yes, ADR increased an average 1-2% each month according to the monthly STR reports.

**\*Bookings** 5

**\*Room Nights Generated** 5,053

**\*Economic Impact** \$1,486,466

**\*Avg. Room Nights Per Booking** 1,010

**\*ROI for Every Dollar Spent** \$129.31

**Method of Calculation** Follow up with event contact generates known room revenue plus known meal revenue plus estimated miscellaneous spending (visitor misc. spending based on SGMP reports and 2009 KCCVA Visitor Profile)

**Effect on Future Marketing** Publications/event planner databases studied to determine most beneficial for inquiries and booked events. NASC Marketplace attendees studied to determine if new events and sports planners are attending or if the same are represented each year. Traditional print ads versus e-blasts/banners will be studied as well for future placements.

*\*These numbers reflect the portion of the overall outcomes that may be attributed to the Cooperative Marketing Project.*

**Individual Contract Data for Projects Targeting the Event Planner - Amateur Sports Marketing**

**DMO Information**

<b>Contract #</b>	<b>10-06-027-34</b>	<b>DMO</b>	<b>Jefferson City CVB</b>
<b>Category</b>	Amateur Sports Marketing	<b>Project Name</b>	<b>Capital City Amateur Sports Marketing 2010</b>
<b>Primary Objectives</b>	1. Increase awareness, interest and demand for Jefferson City as a viable destination for sports/athletic events 2. Increase the number of sports/athletic tournaments, competitions and events held in the Jefferson City area 3. Increase direct travel expenditures and hotel occupancy		

**Budget and Expenditures**

<b>State Dollars Awarded</b>	\$5,639.00	<b>Local Matching Dollars</b>	\$4,557.50
<b>Total Reimbursement</b>	\$4,557.50	<b>Total Expenditures</b>	\$19,115.00

**Marketing Activity Information**

<b>Magazine Ads Placed</b>	4	<b>Tradeshows Attended</b>	1
<b>Printed Materials Distributed</b>	0	<b>Other Marketing Activity</b>	0

**Project Outcomes**

**% Completed** 81%

**Objectives and Outcomes** Objective 1: Awareness, interest and demand has increased, by an increase in rooms and economic impact. Objective 2: Fewer events were held during this fiscal year but events were larger and consequently more revenue. Objective 3: More room nights booked and a larger economic impact was generated.

**\*Bookings** 7

**\*Room Nights Generated** 2,616

**\*Economic Impact** \$329,590

**\*Avg. Room Nights Per Booking** 373

**\*ROI for Every Dollar Spent** \$36.16

**Method of Calculation** It is estimated that sporting event attendees spend \$126 per room night that include lodging, food, gas, etc. (Room nights x \$126=EI) There were 5,485 room nights booked in this time frame for sporting events.

**Effect on Future Marketing** Networking to get our name out there and showcase what we have to offer for the sports market. This program gave us the ability to reach new potential sports venues for our area. We will continue to attend shows and advertise to accomplish this goal.

*\*These numbers reflect the portion of the overall outcomes that may be attributed to the Cooperative Marketing Project.*

**Individual Contract Data for Projects Targeting the Event Planner - Amateur Sports Marketing**

**DMO Information**

<b>Contract #</b>	<b>10-07-022-34</b>	<b>DMO</b>	<b>City of St. Charles Tourism Department</b>
<b>Category</b>	Amateur Sports Marketing	<b>Project Name</b>	<b>Greater St. Charles Amateur Sports Marketing</b>
<b>Primary Objectives</b>	1. Increase sports guest room bookings by 25%. 2. Achieve sports guest room revenue by \$635,000. 3. Add six new amateur sports events		

**Budget and Expenditures**

<b>State Dollars Awarded</b>	\$18,862.16	<b>Local Matching Dollars</b>	\$18,862.16
<b>Total Reimbursement</b>	\$18,862.15	<b>Total Expenditures</b>	\$79,141.57

**Marketing Activity Information**

<b>Magazine Ads Placed</b>	11	<b>Tradeshows Attended</b>	3
<b>Printed Materials Distributed</b>	0	<b>Other Marketing Activity</b>	0

**Project Outcomes**

<b>% Completed</b>	100%		
<b>Objectives and Outcomes</b>	Objective 1: Yes, guest rooms were up 27%. Objective 2: No, Revenue was down \$12,551 or 4%. Objective 3: Yes, we added 10 new sporting events.		
<b>*Bookings</b>	39		
<b>*Room Nights Generated</b>	2,504	<b>*Economic Impact</b>	\$2,231,022
<b>*Avg. Room Nights Per Booking</b>	64	<b>*ROI for Every Dollar Spent</b>	\$59.14
<b>Method of Calculation</b>	5253 x \$109.25 for room charge = \$573,890.25 5253 x 3.2 x 244.28+\$4,106,249.09 NASC calculates that there are 3.2 persons per room for each of these events and there were 5253 rooms booked for sporting events during 2009/2010 fiscal year. We are using the formula of \$109.25 per room and \$244.28 per person for food, travel and other expenses.		
<b>Effect on Future Marketing</b>	Our goal will always be to bring more sporting events and participants to the St. Charles area. With the help of grant funds, we will be able to continue our magazine advertising and participation in trade shows. Our magazine ads continue to focus on events that could be hosted in the St. Charles area. Trade show attendance will always be a must in order to continue to develop new relationships and strengthen existing relationships.		

*\*These numbers reflect the portion of the overall outcomes that may be attributed to the Cooperative Marketing Project.*

**Individual Contract Data for Projects Targeting the Event Planner - Amateur Sports Marketing**

**DMO Information**

<b>Contract #</b>	<b>10-08-008-34</b>	<b>DMO</b>	<b>Springfield CVB</b>
<b>Category</b>	Amateur Sports Marketing	<b>Project Name</b>	<b>Sports Marketing Project</b>
<b>Primary Objectives</b>	1. Book 15,000 room nights from the Cooperative Marketing project 2. Book 11,000 room nights from the Sports Market 3. Book 35,000 room nights from other market segments		

**Budget and Expenditures**

<b>State Dollars Awarded</b>	\$12,572.50	<b>Local Matching Dollars</b>	\$12,307.50
<b>Total Reimbursement</b>	\$12,307.50	<b>Total Expenditures</b>	\$138,397.00

**Marketing Activity Information**

<b>Magazine Ads Placed</b>	7	<b>Tradeshows Attended</b>	5
<b>Printed Materials Distributed</b>	0	<b>Other Marketing Activity</b>	0

**Project Outcomes**

<b>% Completed</b>	98%		
<b>Objectives and Outcomes</b>	Objective 1: met, 16,851 room nights were booked. Objective 2: met, 11,700 room nights were booked. Objective 3: met, 35,200 room nights were booked.		
<b>*Bookings</b>	2		
<b>*Room Nights Generated</b>	2,080	<b>*Economic Impact</b>	\$1,497,787
<b>*Avg. Room Nights Per Booking</b>	1,040	<b>*ROI for Every Dollar Spent</b>	\$60.85
<b>Method of Calculation</b>	Attendee expenditures is based on the number of attendees x number of days x \$150 per day. Attendees x 3 days x \$150 = Economic Impact		
<b>Effect on Future Marketing</b>	We measure the success of each component of this project to determine which components that we want to continue. We will evaluate each component as we continue to receive results.		

*\*These numbers reflect the portion of the overall outcomes that may be attributed to the Cooperative Marketing Project.*